

ANNEXURE D

Market Share Data

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Appendix – market shares by broadcasters

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Cumulative hourly viewing audiences by week. Period: week ending 30 May 2004 to week ending 9 January 2005.

Week	All TV	ABC	Seven	Nine	Ten	SBS	PayTV	Other
WC 30/05/20 04	617,533, 337	88,522,3 74	131,605, 265	146,858, 581	130,578, 438	18,661,2 34	84,201,8 31	17,105,6 14
WC 6/06/200 4	608,561, 422	89,747,2 30	124,406, 204	149,578, 689	127,983, 114	19,511,6 28	80,099,1 41	17,235,4 16
WC 13/06/20 04	625,714, 705	84,857,1 93	129,165, 024	152,568, 186	135,237, 063	19,508,7 64	85,464,8 35	18,913,6 40
WC 20/06/20 04	609,468, 140	85,901,6 58	131,099, 161	148,534, 038	123,345, 697	19,299,1 85	83,299,6 00	17,988,8 01
WC 27/06/20 04	619,160, 035	92,059,9 94	126,151, 888	153,074, 900	126,937, 790	19,650,6 20	83,226,9 73	18,057,8 70
WC 4/07/200 4	635,694, 069	96,001,9 56	134,457, 320	157,312, 578	124,251, 515	19,222,5 24	86,127,2 47	18,320,9 29
WC 11/07/20 04	615,448, 081	95,122,0 89	124,316, 464	151,292, 063	127,991, 625	18,482,2 31	79,921,3 00	18,322,3 09
WC 18/07/20 04	624,595, 903	93,320,9 36	128,118, 147	148,542, 140	132,793, 413	19,010,1 10	83,926,5 45	18,884,6 12
WC 25/07/20 04	601,190, 637	90,027,1 33	122,092, 545	143,564, 960	128,369, 371	18,205,7 00	80,489,5 36	18,441,3 92
WC 1/08/200 4	602,704, 744	88,176,1 62	123,978, 508	153,458, 944	115,555, 049	17,841,0 11	85,641,3 50	18,053,7 20
WC 8/08/200 4	633,374, 099	83,540,3 61	166,460, 729	151,375, 982	111,134, 591	20,641,3 76	81,613,6 49	18,607,4 11
WC 15/08/20 04	712,280, 767	75,105,2 26	295,582, 858	116,107, 745	98,910,6 48	33,968,7 07	68,734,1 19	23,871,4 64
WC 22/08/20	666,520, 223	76,103,3 47	245,632, 574	120,749, 619	102,459, 361	26,638,4 14	73,752,3 09	21,184,5 99

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WC 29/08/20 04	609,267, 534	82,855,2 93	145,999, 197	136,544, 219	119,779, 834	21,809,3 13	83,281,2 91	18,998,3 87
WC 5/09/200 4	599,752, 750	83,052,0 77	118,062, 356	145,132, 099	127,520, 437	19,782,6 68	88,894,4 31	17,308,6 82
WC 12/09/20 04	598,557, 307	84,650,1 59	114,660, 638	146,286, 860	130,729, 406	18,371,1 31	86,139,3 05	17,719,8 08
WC 19/09/20 04	606,688, 075	85,094,4 33	118,755, 680	138,971, 304	143,932, 209	17,970,6 98	84,053,0 13	17,910,7 38
WC 26/09/20 04	584,054, 113	84,027,3 38	117,273, 024	139,496, 968	119,200, 010	18,016,5 73	88,022,0 07	18,018,1 93
WC 3/10/200 4	591,589, 301	88,815,0 47	122,346, 639	137,776, 046	122,453, 314	17,011,8 03	86,685,8 63	16,500,5 89
WC 10/10/20 04	591,651, 587	84,294,0 02	122,362, 920	130,334, 957	138,071, 944	17,164,4 48	81,936,8 00	17,486,5 16
WC 17/10/20 04	568,941, 910	85,842,3 41	120,596, 646	128,477, 978	119,590, 216	1761982 1	79,589,9 47	17,224,9 61
WC 24/10/20 04	555,902, 881	82,728,9 50	119,182, 783	122,741, 603	116,191, 639	16,670,0 80	80,934,9 49	17,452,8 77
WC 31/10/20 04	578,731, 281	83,668,2 11	136,165, 642	125,796, 435	112,714, 654	17,501,4 77	84,227,0 08	18,657,8 54
WC 7/11/200 4	567,875, 424	84,583,5 21	123,242, 395	134,103, 840	111,150, 166	17,138,5 55	80,374,8 18	17,282,1 29
WC 14/11/20 04	566,316, 715	79,896,3 80	120,846, 661	143,770, 444	107,932, 688	17,637,0 61	78,242,1 08	17,991,3 73
WC 21/11/20 04	574,003, 767	78,551,3 19	117,899, 705	158,873, 113	114,079, 261	14,879,7 97	73,092,2 05	16,628,3 67
WC 28/11/20 04	539,809, 641	82,747,2 52	114,877, 787	127,191, 790	95,845,0 91	19,280,6 43	84,955,8 64	14,911,2 14
WC 5/12/200 4	543,175, 449	84,182,7 52	106,217, 700	128,283, 367	102,418, 467	20,020,2 50	86,538,7 97	15,514,1 16
WC 12/12/20	552,318, 896	83,353,6 43	118,080, 139	137,542, 726	93,867,1 82	18,780,4 43	85,425,4 62	15,269,3 01

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WC 19/12/20 04	611,713, 372	82,501,2 51	110,211, 979	116,144, 899	95,256,4 56	18,673,4 40	88,984,0 27	99,941,3 20
WC 26/12/20 04	583,610, 255	82,014,1 62	110,587, 351	159,330, 053	93,478,6 16	19,280,9 70	102,637, 449	16,281,6 54
WC 2/01/200 5	603,153, 430	88,797,8 80	110,487, 447	162,766, 965	99,782,9 73	20,237,7 54	103,287, 722	17,792,6 89
WC 9/01/200 5	588,027, 328	79,300,3 17	116,676, 406	154,649, 430	101,200, 915	19,603,5 41	98,704,8 47	17,891,8 72
Total	19,787,3 87,178	2,809,44 1,987	4,367,59 9,782	4,667,23 3,521	3,850,74 3,153	638,091, 970	2,782,50 6,348	671,770, 417
Share		14%	22%	24%	19%	3%	14%	3%

Table 1

NB. The “other” category captures the following:

1. 'Spill-in': There are a certain number of households in metropolitan areas of Australia, which are able to receive both regional and metropolitan television signals. This is referred to in the industry as 'spill-in'. When these households watch a regional television channel, they are recorded as watching television, so they fall into the 'All TV' figure, but they are not recorded as watching subscription TV, ABC, Seven, Nine, Ten or SBS.

2. Community TV: Households that can receive community television channels, like Channel 31, are similarly recorded in the 'All TV' figure when they watch these channels, but are not recorded in any of the 6 sub-categories of television viewing.

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