



OVERNIGHT RATINGS

Results for Wednesday, 1st September, 2010

In Adelaide, **The Nine GO! Television Network** was first on Wednesday night for people 18-49 (29.6%), 25-54 (28.7%) and Total People (30.2%).

Across the 5 City Metro, it was a dominant performance by the **Nine GO! Television Network**, resulting in the network winning all key demographics: 18-49 (29.8%), 25-54 (29.7%), 16-39 (29.3%) and Total People (28.5%).

The Farmer Wants A Wife, RPA, Nine News and **A Current Affair** all featured among the Top Ten favourites for Total People in Adelaide last night.

Locally, **The Farmer Wants A Wife** attracted a peak audience of 178,022 total viewers with an average of 158,945. The 8:30pm timeslot attracted a peak Total People audience of 1.587 million and an average audience of 1.273 million viewers across the 5 City Metro.

RPA at 9:30pm secured timeslot wins for people 25-54, 18-49 and Total People. **RPA** was a Top Ten performer in Adelaide for people 25-54, 16-39, 18-49 and Total People. A strong peak audience of 190,203 with an average of 144,494 total viewers was achieved last night.

Nine News with *Michael Smyth* and *Kate Collins* attracted 135,437 total viewers with a peak of 149,201.

A Current Affair was a Top Ten winner for people 25-54, 16-39, 18-49 and Total People with an average audience of 134,000 total viewers. Across the 5 City Metro, **A Current Affair** was the most watched news program in its timeslot for people 25-54, 18-49 and 16-39.

Embarrassing Bodies won the 10.30pm timeslot across the 5 City Metro for all key demographics and in Adelaide for, people 25-54, 18-49 and Total People.

GO! continues to be the Number # 1 multichannel and last night secured strong wins across all key demographics.

Multichannel	Total Individuals	Ppl 16-39	Ppl 18-49	Ppl 25-54
GO!	5.2%	7.4%	6.8%	6.1%
ABC2	4.2%	3.9%	4.0%	4.1%
7TWO	3.4%	2.3%	2.3%	2.7%
ABC3	1.7%	1.3%	0.5%	0.5%
ABC News 24	1.3%	0.8%	1.6%	1.5%
ONE	0.9%	1.2%	1.3%	1.3%
SBS TWO	0.5%	0.1%	0.3%	0.5%

** Multichannel Share Results for Wednesday 1st September, 2010 (6am- MD)

For further information, please contact

Emma Wells-Jones

Ph: 08 8267 0208

Publicity, Channel 9 Adelaide

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Source: OzTAM Data. See www.oztam.com.au/television-ratings-guide.aspx for details. Software: AGB NMR Arianna V7.2.

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