



NINE MAINTAINS THURSDAY DOMINANCE

- **Nine Perth/GO!** dominated Thursday night, winning across all key demographics – Total People (27.5 per cent), People 16-39 (29.5 per cent), 18-49 (29.1 per cent) and 25-54 (29.9 per cent).
- **Nine News** beat Seven News in Perth People 16-39 and 18-49. **Nine News** had its best Thursday since July, increasing 23.5 per cent week-on-week in Total People and peaking with 131,000 viewers.
- The premiere of new Aussie drama **Cops L.A.C.** at 8.30pm won its timeslot in Total People across 5 City Metro, peaking with a solid 1.47 million viewers. In Perth, **Cops L.A.C.** peaked with 159,000 viewers in Total People, beating Ten's Rush.
- **The Footy Show** at 9.30pm dominated its timeslot across all of Perth's key demographics, increasing 106.8 per cent week-on-week in Total People.
- In the breakfast timeslot, **TODAY** beat Seven's Sunrise in Perth's key advertiser-preferred demographics of People 16-39, 18-49 and 25-54.

PERTH DAILY SHARE (includes Multi-Channels) – THURSDAY, SEPTEMBER 2, 2010

PERTH	ABC	SEVEN	NINE	TEN	SBS
16-39	13.8	23.8	29.5	26.5	6.5
18-49	14.6	23.1	29.1	25.7	7.4
25-54	16.1	24.6	29.9	22.2	7.3
Total People	19.4	26.8	27.5	20.7	5.6

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Source: OzTAM Data and based on overnight results. See www.oztam.com.au/television-ratings-guide.aspx for details.

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