



SUBMISSION 13A

44 Avenue Road
Mosman NSW
Australia 2088

T : 61 2 8968 7100
F : 61 2 9969 3520
W : freetv.com.au

19th July 2007

Committee Secretary
Joint Standing Committee on Electoral Matters
Department of the House of Representatives
PO Box 6021
Parliament House
CANBERRA ACT 2600

Email: jscem@aph.gov.au

Dear Sir,

INQUIRY INTO ADMINISTRATION OF THE AUSTRALIAN ELECTORAL COMMISSION – NATIONAL TALLY ROOM

I refer to the Committee hearing on 2 July 2007. I appeared for Free TV with Garry Linnell from the Nine Network. We were asked to provide the Committee with additional material relating to ratings for the 2004 Federal Election coverage.

Attached is a breakdown of Average Audience Figures (000's) and Market Share (%) for Network 9 and the ABC. These figures have been broken down by State as well as a 5 city Metro average.

Thank you for allowing us to appear before the Committee on this important issue.

If you have any further queries with regards to this matter, please do not hesitate to contact me.

Regards

A handwritten signature in black ink, appearing to read "Pam Longstaff".

Pam Longstaff
Director of Legal & Broadcasting Policy
FREE TV AUSTRALIA

SERIES & COMPETITION - PIVOT PROGRAM (ELECTIONS) v OTHERS
 AVERAGE AUDIENCE (000's) & MARKET SHARE %

Target		Market								
Total Individuals incl Guests		5 City Metro								
PivotChannel	Channel	Network 9			Network ABC			Total Other Networks		
	Date Variable	Description	AUD	SHR %	Description	AUD	SHR %	Description	AUD	SHR %
Network 9	09/10/2004	AUSTRALIA DECIDES: ELECTION 2004	954	25.0%	Daypart: FEDERAL ELECTION 2004: ELECTION NIGHT	1,079	23.4%		2,359	51.0%
Avg Network 9			954	25.0%		1,079	23.4%		2,359	51.0%

Target		Market								
Total Individuals incl Guests		Sydney								
PivotChannel	Channel	Network 9			Network ABC			Total Other Networks		
	Date Variable	Description	AUD	SHR %	Description	AUD	SHR %	Description	AUD	SHR %
Network 9	09/10/2004	AUSTRALIA DECIDES: ELECTION 2004	317	26.7%	Daypart: FEDERAL ELECTION 2004: ELECTION NIGHT	299	25.2%		572	48.1%
Avg Network 9			317	26.7%		299	25.2%		333	48.1%

Target		Market								
Total Individuals incl Guests		Melbourne								
PivotChannel	Channel	Network 9			Network ABC			Total Other Networks		
	Date Variable	Description	AUD	SHR %	Description	AUD	SHR %	Description	AUD	SHR %
Network 9	09/10/2004	AUSTRALIA DECIDES: ELECTION 2004	300	26.5%	Daypart: FEDERAL ELECTION 2004: ELECTION NIGHT	245	21.7%		586	51.9%
Avg Network 9			300	26.5%		245	21.7%		586	51.9%

Target		Market								
Total Individuals incl Guests		Brisbane								
PivotChannel	Channel	Network 9			Network ABC			Total Other Networks		
	Date Variable	Description	AUD	SHR %	Description	AUD	SHR %	Description	AUD	SHR %
Network 9	09/10/2004	AUSTRALIA DECIDES: ELECTION 2004	176	27.3%	Daypart: FEDERAL ELECTION 2004: ELECTION NIGHT	147	22.8%		322	49.8%
Avg Network 9			176	27.3%		147	22.8%		322	49.8%

Target		Market								
Total Individuals incl Guests		Adelaide								
PivotChannel	Channel	Network 9			Network ABC			Total Other Networks		
	Date Variable	Description	AUD	SHR %	Description	AUD	SHR %	Description	AUD	SHR %
Network 9	09/10/2004	AUSTRALIA DECIDES: ELECTION 2004	93	22.6%	Daypart: FEDERAL ELECTION 2004: ELECTION NIGHT	98	24.2%		215	53.0%
Avg Network 9			93	22.6%		98	24.2%		215	53.0%

Target		Market								
Total Individuals incl Guests		Perth								
PivotChannel	Channel	Network 9			Network ABC			Total Other Networks		
	Date Variable	Description	AUD	SHR %	Description	AUD	SHR %	Description	AUD	SHR %
Network 9	09/10/2004	AUSTRALIA DECIDES: ELECTION 2004	47	15.8%	Daypart: FEDERAL ELECTION 2004: ELECTION NIGHT	148	23.0%		401	62.1%
			85	15.0%						
Avg Network 9			69	15.2%		148	23.0%		401	62.1%