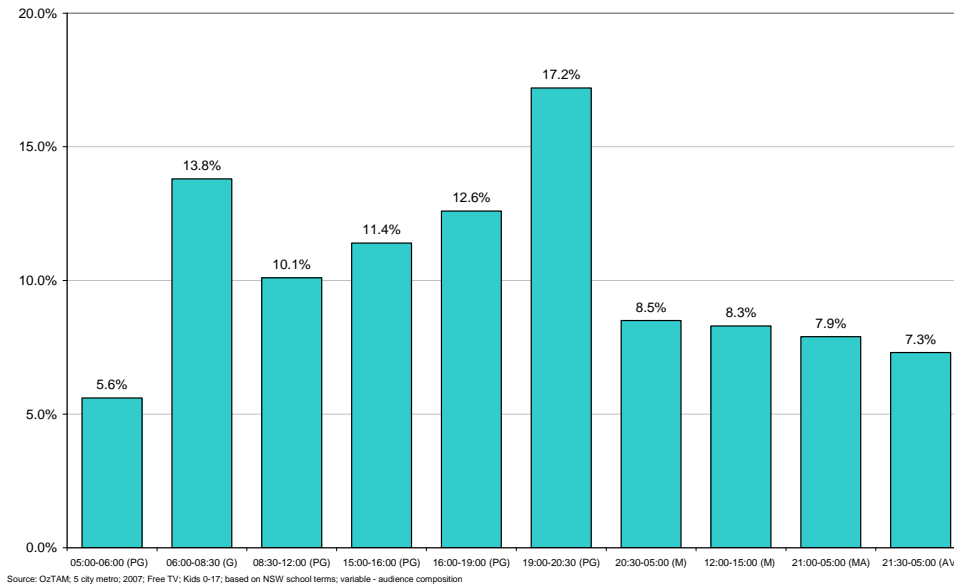


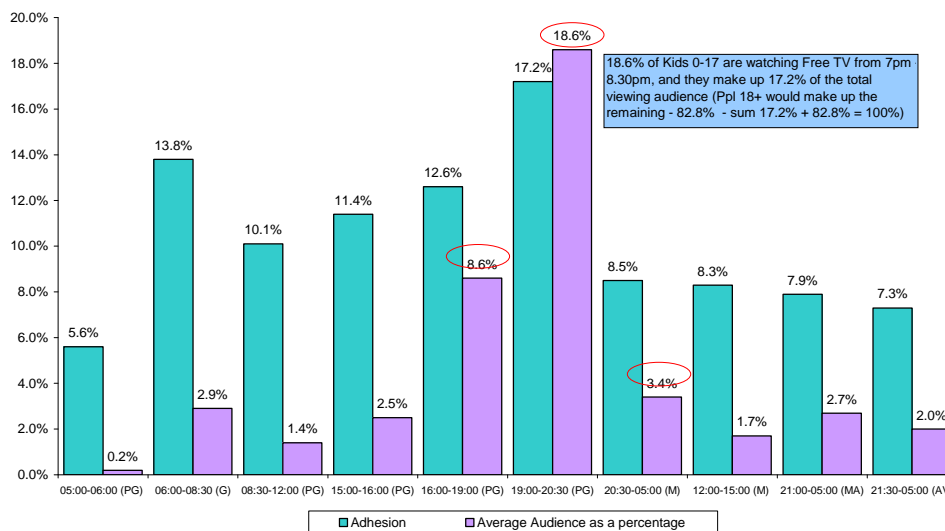
## 2.4 Child Audience Composition throughout the viewing day

Children make up the bigger proportion of the audience in G and PG time zones. This pattern is seen consistently on weekdays, during school holiday and weekends.

Weekdays (school days) - Free TV Audience Composition by Day Part - Kids 0-17



Weekdays (school days) - Free TV Audience Composition and Average Audience (%) by daypart - Kids 0-17



While the greatest numbers of children are watching in the early evening hours, 60 per cent of these children are watching with an adult. This is slightly higher on the weekend, where 65% of nightly viewing is with an adult.<sup>1</sup>

<sup>1</sup> OzTAM; 5 City Metro; Jan – June 2007; Children 5-12 co viewing with an adult