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Attachment B

Children's television viewing

Analysis of audience data 2001–13

MARCH 2015



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Methodology

This analysis of children's television audiences and ratings data is based exclusively on data provided by OzTAM Pty Limited, the official source of television audience measurement in Australia. Analysis of OzTAM data has been undertaken by the ACMA to contribute to an understanding of the contemporary child television audience and viewing trends over time.

The ACMA defines children as people younger than 14 years of age. For the purposes of this analysis, OzTAM audience and ratings data are reported for the following age bands: 0–14, 0–4, 5–12 and, where relevant, 13–17. The 0–4 age breakdown correlates with the preschool audience for P programs and the 5–12 age breakdown roughly correlates with the primary school audience for C programs. Priority is given to the results for the 0–14 age band.

OzTAM audience data

The OzTAM audience and ratings data used in this report focus on children's viewing of free-to-air television in the five capital city metropolitan markets (identified below), with specific analysis of audiences for children's programs as defined by the networks themselves and C and P programs classified by the ACMA. To provide a more complete picture of changes in the child audience over the last 13 years between 2001 and 2013 (inclusive), national OzTAM data on children's subscription television (STV) viewing are included where relevant. Audience data for STV was not reported by OzTAM in 2001, so is only reported from 2005. Otherwise free-to-air television ratings and STV ratings are analysed separately.

Key data points for analysis are 2001, 2005 and 2013, along with 2009 and 2012 data where relevant and available to the ACMA. This year, the ACMA purchased annual children's audience data for 2012 and 2013. Data for previous years relies on earlier purchases made by the ACMA for a range of different regulatory and policy purposes. As data has been purchased over time and for different reasons, there are some variations in the trend information presented from year to year. While this is not ideal, the authors have sought to present as comprehensive a picture as possible of children's television viewing between 2001 and 2013.

Data parameters

Unless stated otherwise in the report, the OzTAM data presented has the following parameters:

- > covers five metropolitan Australian cities that have been aggregated—Adelaide, Brisbane, Melbourne, Perth and Sydney combined
- > annual averages have been calculated over a calendar year from 1 January to 31 December, from 6.00 am to midnight, and from Saturday to Sunday (so covers every day of the week)
- > from 2008, data includes the digital multi-channels either combined for television networks or presented as individual channels
- > 'consolidated' data (see definition in Glossary below).

See Appendix A for some further details of methodology and sampling.

Use of OzTAM data

The data in Attachment B is owned by OzTAM Pty Limited. Apart from any use permitted under the *Copyright Act 1968*, the data in this attachment may not be reproduced, published or communicated (electronically or in hard copy) without the prior written consent of OzTAM.

Glossary of terms and definitions

Various OzTAM audience measures are included in this report and are explained below from information that is available on the [OzTAM website](#).

Average audience (AUD) ratings provide an estimation of the average number of people in a target market who were watching a specific event or time band each minute, expressed in absolute figures for that demographic. The figures in this report are rounded to the nearest thousand.

Two variables make up AUD—cumulative reach (the number of different people who tuned in) and average time spent viewing (the average number of minutes spent viewing). So, AUD may increase if:

- > there are more new viewers watching a program
- > the same number of viewers is watching for more minutes.

The formula used to calculate AUD is the sum of people watching each minute of the program or time band divided by the sum of minutes viewed.

Consolidated averages include 'live' and 'playback' viewing. 'Live' viewing captures viewing of the initial broadcast in real time, and 'playback' viewing refers to content watched within seven days of the initial broadcast (also referred to as 'time shift viewing'). Consolidated data is a combination of 'Live', 'As Live' and 'Time Shift'.

- > **Live**—viewing of the broadcast at the initial time it was broadcast by the network.
- > **As Live**—viewing of the broadcast at a later time than broadcast by the network, but before the end of the research day at 2 am.
- > **Time shift**—viewing of the broadcast up to seven days after the initial live broadcast.
- > **Live + As Live**—overnight.
- > **As Live + Time Shift**—playback.
- > **Live + As Live + Time Shift**—consolidated.

TARP or **Target audience rating point** is the average viewing audience for a demographic expressed as a percentage of the relevant Universe Estimate (or total potential television audience). TARPs are useful because they express average audience numbers as percentages and are more accurate in describing trends because they take account of population changes from year to year.

Universe estimates are the estimated population against which media audiences are calculated. Estimates are based on data from both the OzTAM Establishment Survey and the Australian Bureau of Statistics.

Estimates of average time spent viewing

The OzTAM data set provides two variables that estimate the average amount of time spent viewing television in Australia. These variables are Average Time Spent (ATS) and Average Time Viewed (ATV), and are defined below:

- > ATS reports the average number of hours or minutes seen of the program or time band by people in the target market who have watched at least one minute of that program or time band.

- > ATV reports the average number of hours or minutes of the program or time band seen by all people in the target market in the estimated population, whether they have watched or not.

As a result, ATV values are lower than ATS values for the same program or time band.

In this research report, both variables are used to provide a range of estimates of the average time spent viewing by children in Australia. ATV data is provided in the main report and ATS data is provided in Appendix B.

Key findings

This report provides an analysis of OzTAM audience and ratings data to contribute to an understanding of the contemporary child audience and trends in children's television viewing between 2001 and 2013. The report focuses on free-to-air (FTA) and subscription television (STV) viewing by children in five metropolitan cities of Australia (Adelaide, Brisbane, Melbourne, Perth and Sydney). Data includes live and time-shifted viewing for broadcast television but does not include online video content such as catch-up television services.

Profile of the young audience

Children aged 0–14 years comprise 19 per cent of the total metropolitan viewing audience (almost three million children). In 2013, preschoolers aged 0–4 years comprised seven per cent, and those aged 5–14 made up 12 per cent, of all viewers. The proportion of children to total viewers remained relatively stable between 2001 and 2013.

In 2013, children aged 0–14 spent less time watching television than Australians generally. Australians living in metropolitan cities watched an average of almost three hours per day (two hours and 52 minutes), while children watched almost two hours per day (one hour and 54 minutes).

Decline in viewing

Between 2001 and 2013, there was a small decline in the average television audience for those aged 0–14 years. Children are also spending less time watching broadcast television.

The average daily number of children aged 0–14 years watching television (FTA and STV) in metropolitan cities declined from 340,000 in 2001 to 308,000 in 2013. This represents a decline in child viewers from an average 13 per cent of the potential child television audience in 2001 to 11 per cent in 2013.

The amount of time children spent viewing television has also declined by 30 minutes per day, from two hours and 24 minutes in 2001 to one hour and 54 minutes per day in 2013, when averaged across all television households. In 2013, television viewing comprised an average of one hour and 26 minutes of FTA television and 26 minutes of STV.¹

Shifts in viewing between commercial networks and the ABC

The decline in child viewers relates to commercial FTA television networks, but much of that decline has been offset by an increase for the ABC network and, to a lesser extent, STV.

Commercial FTA television networks experienced a decline from a daily average of 216,000 to 130,000 children between 2001 and 2013—from 8.5 per cent to 4.5 per cent of the potential child audience.

However, since 2001 the average number of children watching ABC channels has increased from 60,000 to 99,000. Between 2005 and 2013, STV has also contributed, with an increase from 54,000 to 69,000 across all television households in metropolitan cities.

¹ Average time spent viewing is lower when calculated for people across all television households compared with being calculated for viewers only. See footnote two for further information.

Average time children spent viewing commercial FTA television dropped from approximately 30 minutes per day for each of the three individual networks in 2001 to 20 minutes or fewer in 2013. Viewing of the ABC network increased to 37 minutes per day in 2013 from 25 minutes in 2001 and 2005.

In addition, children spent an average 22 minutes watching STV per day in 2005. That increased to 26 minutes in 2013 (down from 30 minutes in 2009) across all television households.²

Patterns of viewing among children of different ages

Preschoolers aged 0–4 years now spend more time watching television and have mostly retained their viewer numbers compared to older children.

While child viewers in 2001 aged 0–4, 5–12 and 13–17 each averaged approximately two hours and 36 minutes of television viewing per day, in 2013 viewing levels declined markedly for children aged 5–12 and 13–17.

Preschoolers aged 0–4 years largely maintained their daily viewing levels in 2013 by watching an average two hours and 26 minutes per day—although this is a decline of 11 minutes per day since 2001. In 2013, average viewing by children aged 5–12 declined by 47 minutes (to one hour and 49 minutes) and by just over one hour for 13–17-year-olds (to one hour and 34 minutes).

Average annual child audience sizes also reflect changes to the amount of time spent viewing. The child audience aged 0–4 (as a proportion of the potential audience in this group) has remained relatively steady. Average declines are more marked in the 5–12 and 13–17 age groups.

In general, while each television channel provided programming for children of different ages in 2013, ABC2/ABC4Kids attracted more children aged 0–4. Each of the commercial networks, STV and ABC3 attracted more viewers aged 5–12.

What programs do children watch most on television?

Reality television and light-entertainment programs attracted the highest average free-to-air audiences among children aged 0–14 in 2013, with episodes of *The Block*, *The X Factor*, *The Voice* and *My Kitchen Rules* being most popular. These programs were also popular with adults and were broadcast in the evenings when both children and adults are most available to watch television.

In 2001, the most popular individual program for children attracted an average 20 per cent of the potential child audience living in metropolitan cities. This proportion dropped to 17 per cent in 2005 and then to 13 per cent in 2013. The most popular program for children aged 0–14 had an average audience of 502,000 in 2001 (*Big Brother Finale* broadcast on Channel Ten), compared to 368,000 in 2013 (*The Block Sky High—Grand Final*, on Channel Nine).

Movies such as *Toy Story 3*, *Despicable Me* and *Hop* were also very popular with children aged 0–14 and highlight the appeal of targeted content made for children and family audiences. In 2013, 16 movies appeared in the list of top 30 programs, up from 12 in 2001 and 2005. Also among the most watched television programs by children in 2013 were children's programs such as *Room on the Broom* and *Shaun the Sheep*, broadcast on ABC2.

² Average time spent viewing STV makes up part of the average for all television viewing and is calculated across all television households in the five metropolitan cities. For the 31 per cent of children living in households with STV in 2013, the average daily amount of time spent viewing television was two hours and 13 minutes (comprising an average one hour and 22 minutes of STV and 51 minutes of FTA television).

The most popular programs children watched on FTA television varied according to age. Programs specifically made for children were most commonly watched by those aged 0–4. Movies made for family or general audiences dominated for the 5–12 age group, while reality and light-entertainment programs were most popular for the 13–17 group.

The top 30 programs watched on STV in 2013 by children aged 0–14 were programs shown on the children’s channels and live sports events. Just over half of the top 30 programs watched by children aged 0–4 and 18 of the top programs watched by those aged 5–12 were broadcast on children’s channels—with Disney Channel and Disney Junior the two main STV channels watched by children aged 12 years and under. For those aged 13–17, in 2013 all the top 30 programs were live sports.

Movies dominated the most popular programs broadcast on STV children’s channels in 2013 for children in the 0–4 and 5–12 age groups.

Network choice

ABC children’s channels impact children’s daytime viewing with an expanded array of programs for preschoolers (ABC2) and children aged 6–15 years (age group targeted by ABC3).

The ABC has played a significant role as a broadcaster of children’s programs for many years.³ Increased viewing of the ABC network is due mainly to children aged 0–4 watching ABC2 throughout the day until early evening. During this time, ABC2 provides ‘destination’ viewing for children’s programs made chiefly for preschoolers.

In 2013, the ABC network attracted an average daily preschool audience of 61,000, with most (53,000 preschoolers) watching ABC2. This compares to smaller preschool audiences for STV (29,000) and the individual commercial FTA networks that averaged 19,000 preschoolers or less depending on the network.

Although much lower than for ABC2, the channel with the next highest daytime audience of children aged 0–14 is ABC3. The ABC3 weekday audience largely comprises children aged 5–12 with a daily viewing pattern similar to ABC2, including a morning and afternoon peak and an audience that falls away quickly after about 6 pm. The child audience shifts to commercial channels in the evening along with older children and adult viewers generally.

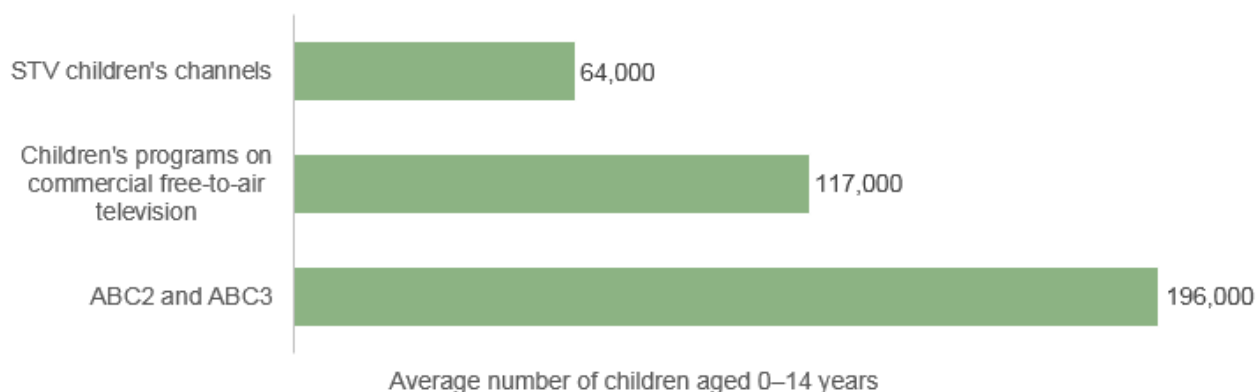
In 2013, children aged 0–4 spent an average 55 minutes watching ABC2 per day across all metropolitan television households (compared to 37 minutes for all children 0–14).

On weekend mornings, ABC3, ABC2 and Channel Nine’s multi-channel GO! each attracted similar and relatively high 5–12 audiences. ABC3 and ABC2 maintained much of their audiences into the afternoon, while the GO! audience declined after the morning peak. Each of these three channels provides daily children’s programming either in a block (GO! on weekend mornings) or on dedicated children’s channels (ABC2 between 6 am and 7 pm, and ABC3 between 6 am and 8.30 pm).

Figure 1 highlights the popularity of ABC2 and ABC3 for children’s programs compared to those shown on the commercial FTA networks and STV children’s channels.

³ ACMA, *Children’s viewing patterns on commercial, free-to-air and subscription television*, 2006.

Figure 1 Average child audience watching the most popular children’s program across different television platforms, 2013



Data provided by OzTAM Pty Limited. Children 0–14 years, five metro cities, 1 January – 31 December 2013, Consolidated.

C and P programs have fewer viewers than other children’s programs

In 2013, Australian-produced C- and P-classified programs did not appear in the list of the top 30 children’s programs for children aged 0–14. Ratings for the most popular C programs indicate a decline in the audiences for these programs.

In 2005, the most popular C program—the C drama telemovie *Blinky Bill’s White Christmas*—was watched by an average 185,000 children or seven per cent of the potential child audience aged 0–14. In 2013, the most popular C drama program—*Wakkaville*—was watched by an average of 30,000 children or one per cent of the potential child audience.

C drama programs broadcast on channel GO! on weekends and public holidays dominated the list of higher rating C and P programs with 0–14-year-olds, as shown by the top three C programs in 2013—*Wakkaville*, *Flea Bitten* and *Pixel Pinkie*. These three drama programs were each broadcast as part of the Saturday morning block of children’s programming that GO! broadcast in 2013.

In 2013, commercial broadcasters shifted C and P programs from their main channels to multi-channels; however, by itself this did not appear to be a barrier to children finding C drama programs. While audiences were still relatively small, ratings among the target audience of children aged five years and over increased for one of the example C program examined after it was moved to a multi-channel. For the three case studies examined, a number a factors were identified that might affect the popularity of particular C or P programs, including:

- > the availability of the target child audience at the time a program is broadcast
- > the consistency of scheduling different program episodes
- > the content of surrounding programs
- > whether programs are repeats
- > the attractiveness of programs shown at the same time on other channels.

Few Australian titles among most popular children’s programs in 2013

Among the 30 most popular children’s programs on FTA television for children aged 0–14 years in 2013, only three were Australian titles. In 2012, there were 12 in the top 30 programs. This data indicates that the origin of children’s programs can fluctuate from year to year depending on the availability of programs produced in different markets. To a large extent, the variation between 2012 and 2013 reflects the popularity of ABC2 and the nature of its programming, with many preschool programs sourced from the United Kingdom.

Looking at the different age groups, Australia was still the second-most-represented country in the 30 most popular programs for each group. However, among children aged 0–4, the UK was the main country of origin for the 30 most popular children’s programs, which were mostly broadcast on ABC2.

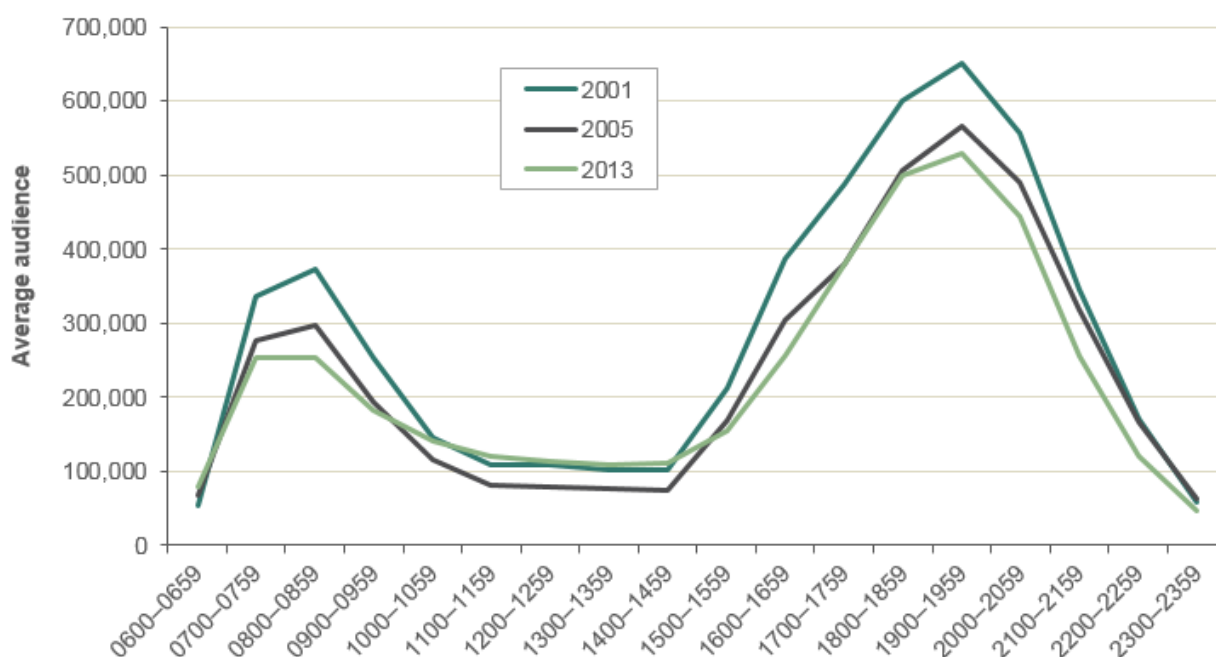
For older children, North American titles increasingly dominate the most watched programs—a third of the most popular children’s programs for those aged 5–12 were from the US or Canada, as were over half of the top-ranked children’s programs for the 13–17s.

Some changes in children’s television viewing patterns across the day

The pattern of viewing throughout the day by children aged 0–14 years has been consistent over the period under review, with a peak in the morning between 7 am and 9 am, and a much higher peak in the evening between 7 pm and 8 pm.

However, the peaks were smaller in 2013, with a decrease in the average audience size by nearly a third, from 374,000 children on weekday mornings in 2001 to 253,000 in 2013. In the evening peak, there was a 19 per cent decrease, from 650,000 in 2001 to 528,000 in 2013 (see Figure 2).

Figure 2 Weekday viewing of FTA television by children 0–14 years, by hour, 2001–2013



Data provided by OzTAM Pty Limited. Average daily audience, five metro cities, 1 January – 31 December, includes FTA main and digital multi-channels, 2013 data is consolidated.

While children aged 0–4 showed a similar audience decline on weekday mornings in 2013, their numbers increased in the weekday evening peak, and in the morning and evening peaks on weekends. Their evening peaks occurred earlier in the day between 6 pm and 7 pm compared to older children.

The other change observed was an increase in the child audience between 11 am and 3 pm. In 2001, there was an average audience of approximately 105,000, which increased to 114,000 in 2013. This increase in child viewers in the middle of the day is evident on both weekdays and weekends, and is most notable for children in the 0–4 age group. This accords with the increased availability of programs for this age group on ABC2.

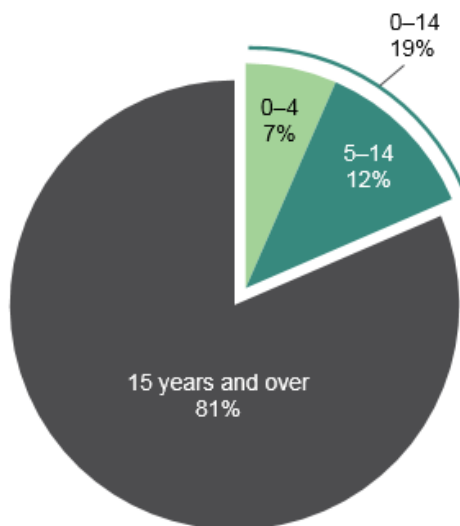
Audience size

Children aged 0–14 years comprise almost 19 per cent (or almost three million children) of the estimated potential viewing audience of 15.8 million people in the five metropolitan cities of Australia (Adelaide, Brisbane, Melbourne, Perth and Sydney) (Figure 3).

The proportion of children aged 0–14 within this general viewing population has been relatively stable between 2001 and 2013, with a minor decrease of less than one per cent over the 13-year period.

Within the 0–14 metropolitan audience, the proportion of children aged 0–4 was stable between 2001 and 2005 at 32.2 per cent, and increased to 35.5 per cent in 2013. The 0–4 potential viewing audience represents seven per cent of the total potential viewing audience in 2013.

Figure 3 The potential child audience compared to the older viewing audience in five Australian metropolitan cities, 2013



Estimated from OzTAM 2013 Universe Estimates.

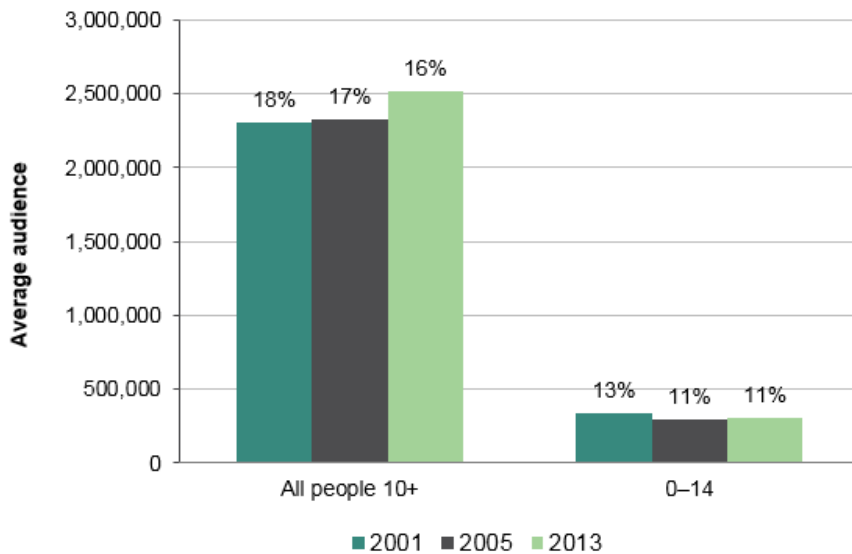
All television audiences

The annual average audience figures presented below are calculated across an entire year, for all programs and across all television households. They provide lower audience estimates than for day-part viewing or individual programs that are described elsewhere in this report. Annual averages are useful for comparing television audience data across different platforms and between different years in order to understand general trends in the Australian television viewing population as a whole.

Figure 4 shows a small increase in the average annual television audience over the last 13 years, from 2,305,000 in 2001 to 2,519,000 in 2013, with most of that increase occurring since 2005. This does not, however, represent an increase of viewers as a proportion of the general metropolitan population over the same period. In 2013, television attracted on average 16 per cent of the total potential audience, down from 18 per cent in 2005.

There was a smaller decrease in the 0–14 audience, from 340,000 in 2001 to 308,000 in 2013, attracting 11 per cent of the potential child audience in 2013.

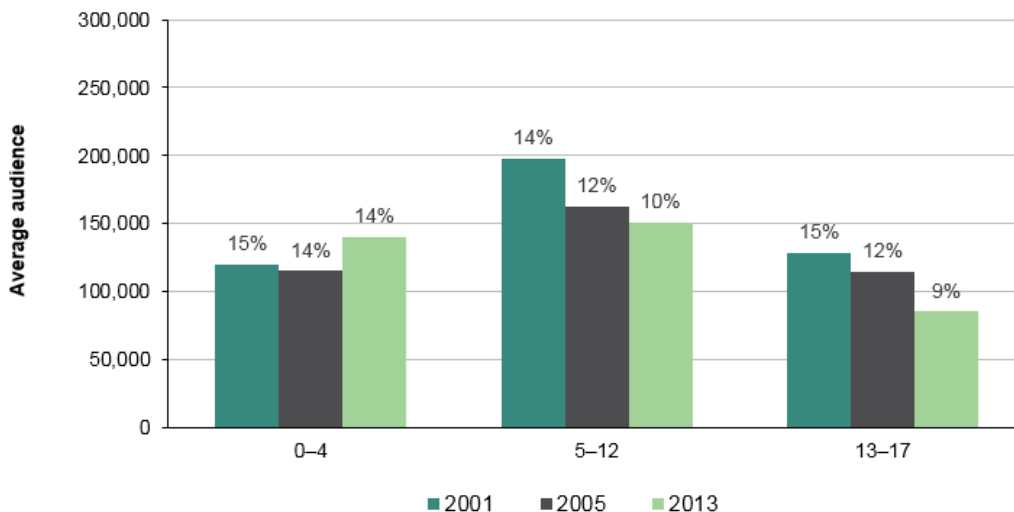
Figure 4 Average daily television audiences in five metropolitan cities, by age, 2001–13



Percentages indicate size of the average viewing audience as a proportion of the Universe Estimate (or total potential viewing audience within an age group). These percentages are known as Target Audience Rating Points or TARPs (see Glossary of terms and definitions for additional information).

Figure 5 shows that the proportion of child viewers aged 0–4 years has remained relatively steady, declining marginally from 15 per cent of the potential preschool television audience in 2005 to 14 per cent in 2013. Average declines are more marked in the 5–12 group, from 14 per cent to 10 per cent, and the 13–17 group, from 15 per cent to nine per cent.

Figure 5 Average daily television audiences in five metropolitan cities, by child age group, 2001–13



Refer to notes under Figure 4.

In order to provide a more focused picture of trends over time in children’s television viewing, FTA and STV ratings have been analysed and reported separately. The chapters that follow provide a more detailed analysis of children’s television viewing on FTA television, viewing of specific children’s programs on commercial television and STV child audiences.

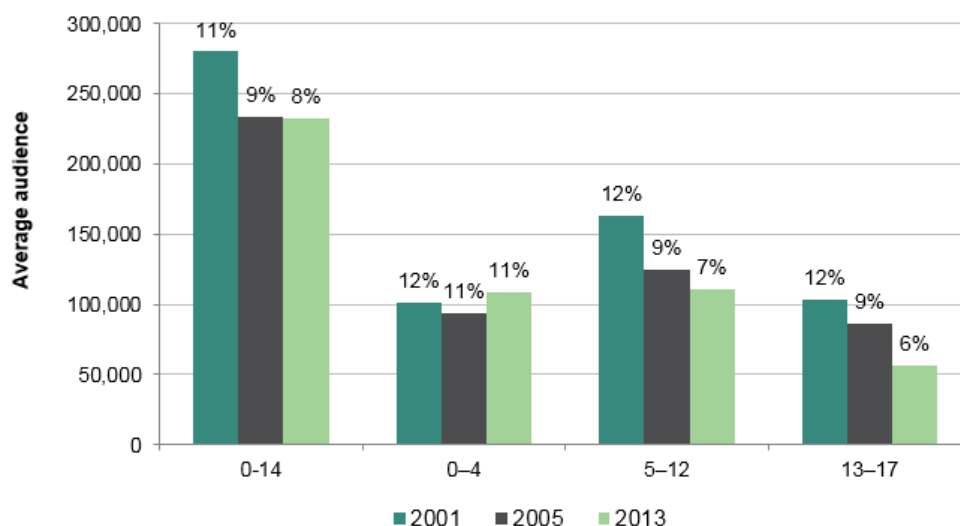
FTA television audiences

The average child audience aged 0–14 years decreased from 281,000 in 2001 to 234,000 in 2005, and then stabilised at 233,000 in 2013, which represents eight per cent of the potential 0–14 audience (Figure 6).

The younger audience, comprising children aged 0–4 years, increased slightly in size from 101,000 in 2001 to 109,000 in 2013. The average 0–4 audience represents a relatively stable proportion of its potential audience at 12 per cent in 2001 and 11 per cent in 2005 and 2013.

However, the average older child audience declined in the period under review. The average 5–12 audience decreased by nearly a third to represent seven per cent of the potential audience in 2013 at 111,000, compared to 12 per cent in 2001. The decline is more pronounced for those aged 13–17, with an average viewing audience of 56,000 in 2013, at six per cent of its potential audience.

Figure 6 Average daily child audience of FTA television, by age group, 2001–13

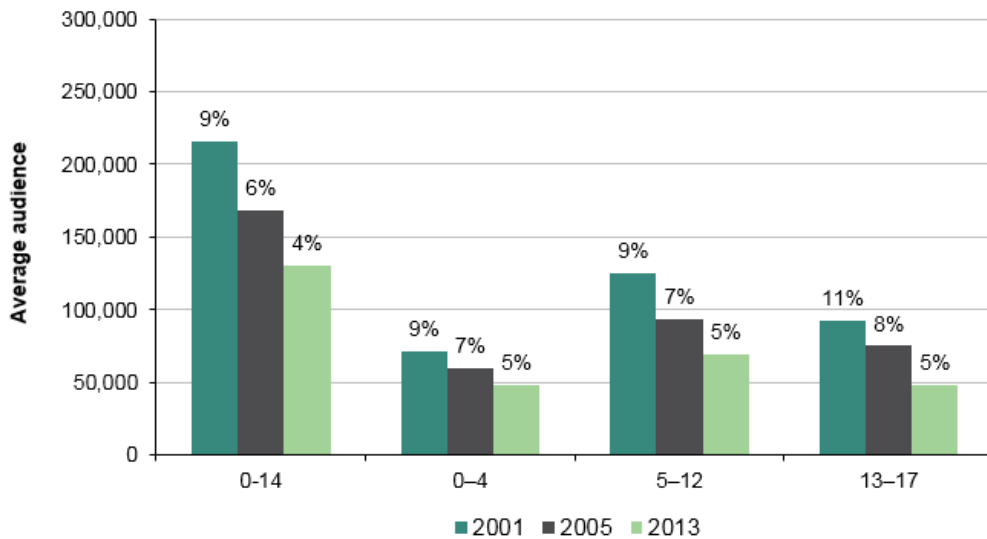


Refer to notes under Figure 4.

Most change is indicated for commercial television where child audiences aged 0–14 declined from an average 216,000 viewers in 2001 to 130,000 in 2013. Fewer viewers watched commercial television in each child age group over this time.

In 2013, the same proportion of children and young people in each age group watched commercial television (five per cent). In 2001, a higher proportion of the 13–17 group watched commercial television (11 per cent) compared to the 0–4 or 5–12 groups (each at nine per cent), as shown in Figure 7.

Figure 7 Average daily child audience of commercial FTA television, by age group, 2001–13

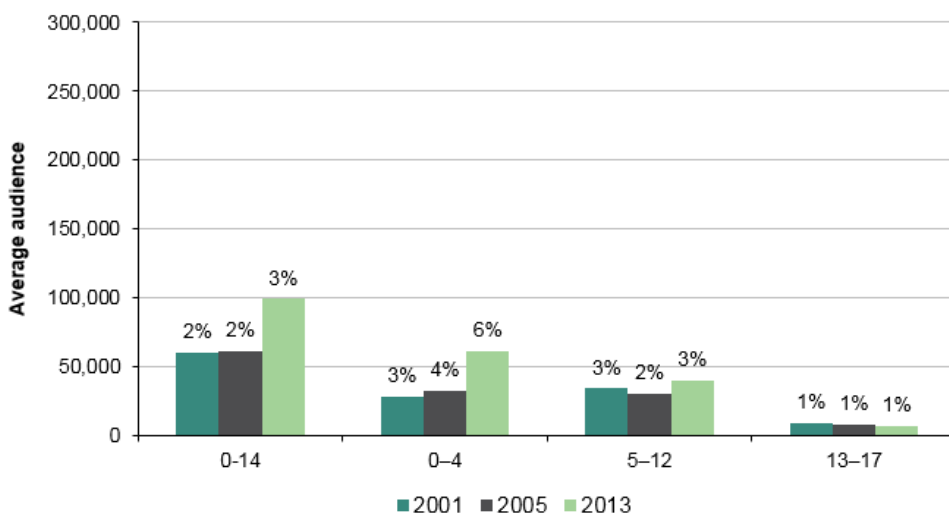


Refer to notes under Figure 4.

The number of children aged 0–14 years watching the ABC network increased from an average 60,000 in 2001 to 99,000 in 2013. Increases occurred almost exclusively in the 0–4 age group during this period (Figure 8).

Figure 8 for the ABC covers one network (and four channels), whereas Figure 7 for commercial television encompasses three networks (and nine channels), so the viewer numbers reflect this and the ABC network viewers are less than for commercial television.

Figure 8 Average daily child audience of the ABC television network, by age group, 2001–13



Refer to notes under Figure 4.

Child audiences watching STV are generally smaller than commercial or ABC audiences when averaged across all television households. However, unlike commercial television, the size of STV and ABC audiences increased between 2005 and 2013. See the chapter on STV for further details and comparisons between different television services.

Time spent viewing

The average time viewed (ATV) data presented in this chapter provides annual estimates of time spent viewing a program or time band across all television viewers, whether they had actually watched anything during the relevant period or not. The primary focus here is on FTA, commercial and all television viewing, while similar information for subscription television is described in a later chapter.

Another measure, the average time spent (ATS), is also used to estimate the average time spent watching television in Australia. These averages are higher than ATV data because viewing time is averaged only across viewers who watched at least one minute of a program or time band. It also estimates time spent viewing against the respective television platform watched rather than across all television platforms. (See Appendix B, Table 1 and figures 1–3 for analysis using the ATS measure.)

Table 1 and figures 9 and 10 present ATV viewing for different television platforms for each age group of interest over the period 2001–13.

In 2013, children aged 0–14 watched an average of nearly two hours of television a day (one hour and 54 minutes) compared to nearly three hours a day (two hours and 52 minutes) for the overall population.

There was a decrease in the amount of time spent viewing television between 2001 and 2013. This decrease occurs across all age groups, although it was smaller for the overall population (from 190 to 172 minutes per day) than for children. The most significant declines were among the 13–17 (from 157 to 94 minutes per day) and 5–12 (from 156 to 109 minutes per day) age groups.

Average time spent viewing by younger children aged 0–4 decreased from 157 minutes per day in 2001 to 132 minutes in 2009, but then increased in 2013 to close to the 2005 level. This increase coincides with the provision of children's programs aimed at preschoolers throughout the day on ABC2.

Compared to 2001, when time spent watching FTA and all television was roughly the same for each child age group, average viewing levels in 2013 show a clear and consistent decline with each increasing age group.

The larger decrease in ATV for FTA television was among those aged 13–17, whose viewing time halved over the 13-year period, from an average of just over two hours a day in 2001 down to one hour in 2013.

Table 1 also shows that average time spent viewing FTA television was 86 minutes per day, compared to 26 minutes for STV when averaged across all five metropolitan cities. STV viewing is examined further in a separate chapter in this report.

Table 1 Average time spent viewing (ATV) FTA, STV and all television, by age group, 2001–13

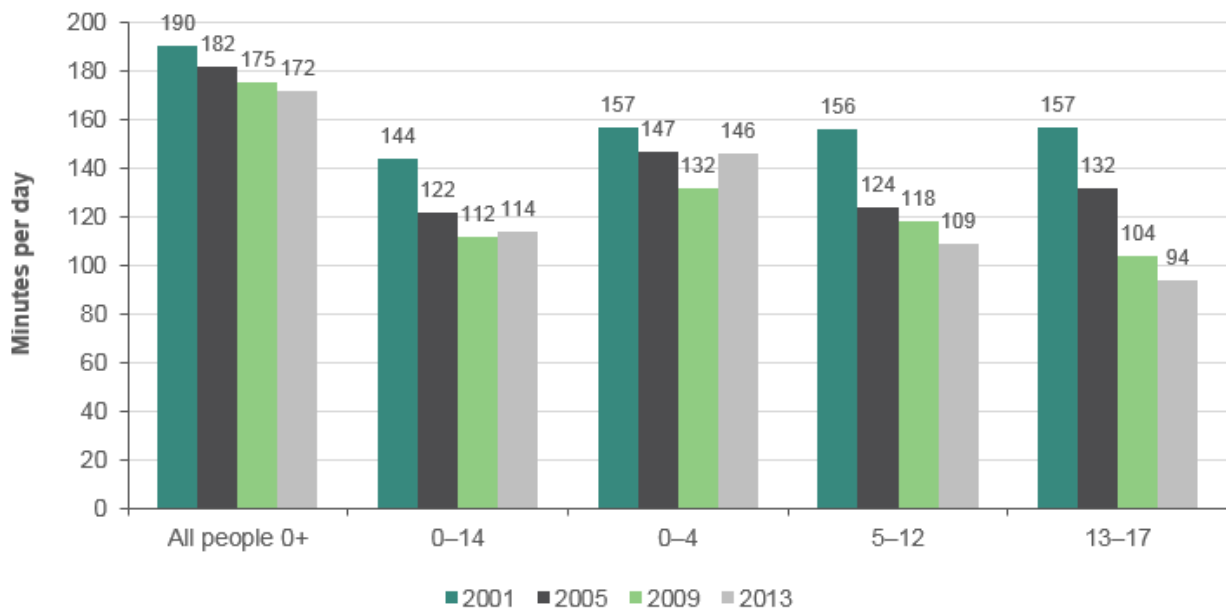
	Average minutes (hours:mins) per day				
	0–14	0–4	5–12	13–17	All people 0+
2013					
FTA TV	86 (1:26)	114 (1:54)	80 (1:20)	62 (1:02)	131 (2:11)
STV	26 (0:26)	30 (0:30)	26 (0:26)	30 (0:30)	37 (0:37)
Total TV (incl. STV)	114 (1:54)	146 (2:26)	109 (1:49)	94 (1:34)	172 (2:52)
2009					
FTA TV	81 (1:21)	99 (1:39)	83 (1:23)	69 (1:09)	132 (2:12)
STV	30 (0:30)	32 (0:32)	33 (0:33)	33 (0:33)	39 (0:39)
Total TV (incl. STV)	112 (1:52)	132 (2:12)	118 (1:58)	104 (1:44)	175 (2:55)
2005					
FTA TV	96 (1:36)	120 (2:00)	96 (1:36)	100 (1:40)	147 (2:27)
STV	22 (0:22)	24 (0:24)	25 (0:25)	28 (0:28)	30 (0:30)
Total TV (incl. STV)	122 (2:02)	147 (2:27)	124 (2:04)	132 (2:12)	182 (3:02)
2001					
FTA TV	119 (1:59)	132 (2:12)	128 (2:08)	127 (2:07)	163 (2:43)
Total TV (incl. STV)	144 (2:24)	157 (2:37)	156 (2:36)	157 (2:37)	190 (3:10)

2009 and 2013 data includes FTA multi-channels (that were not reported prior to 2008). 2013 data is consolidated (whereas only Live viewing was reported prior to 2010).

STV data were not reported in 2001 by OzTAM.

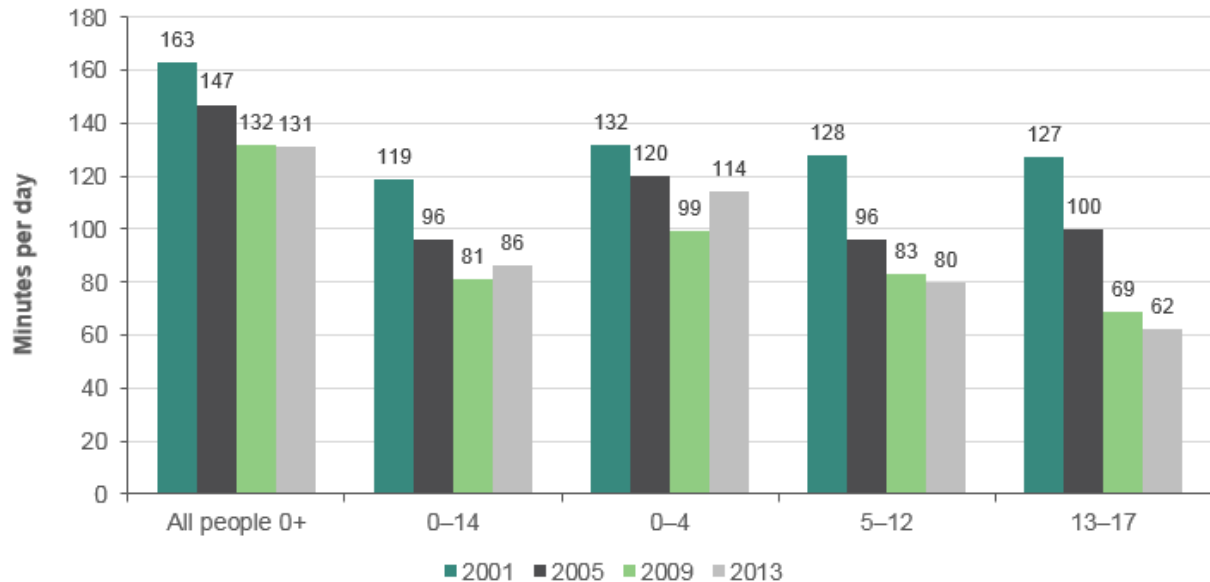
Time spent viewing data is averaged for each year across all metro television households.

Figure 9 Average time spent viewing (ATV) all television, by age group, 2001–13



Refer to notes under Table 1.

Figure 10 Average time spent viewing (ATV) FTA television, by age group, 2001–13

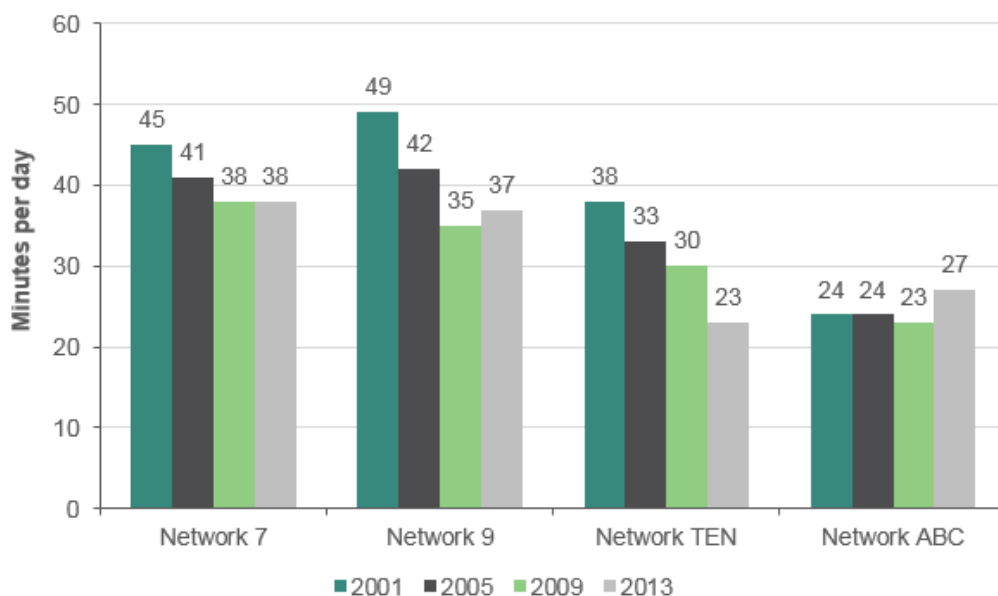


Refer to notes under Table 1.

Figure 11 shows that the average amount of time spent viewing commercial television by all people aged 0+ years decreased over the reporting period. That decrease is visible across all individual commercial networks, although it is most pronounced for Network Ten (from 38 to 23 minutes on average per day) than for the Nine Network (from 49 to 37 minutes) or Seven Network (from 45 to 38 minutes).

However, average time spent viewing remained stable for the ABC network (including ABC, ABC2, ABC3 and ABC News 24) at around 24 minutes a day between 2001 and 2009, and slightly increased to 27 minutes in 2013.

Figure 11 Average time spent viewing (ATV) different FTA television networks, by all people (0+ years), 2001–13

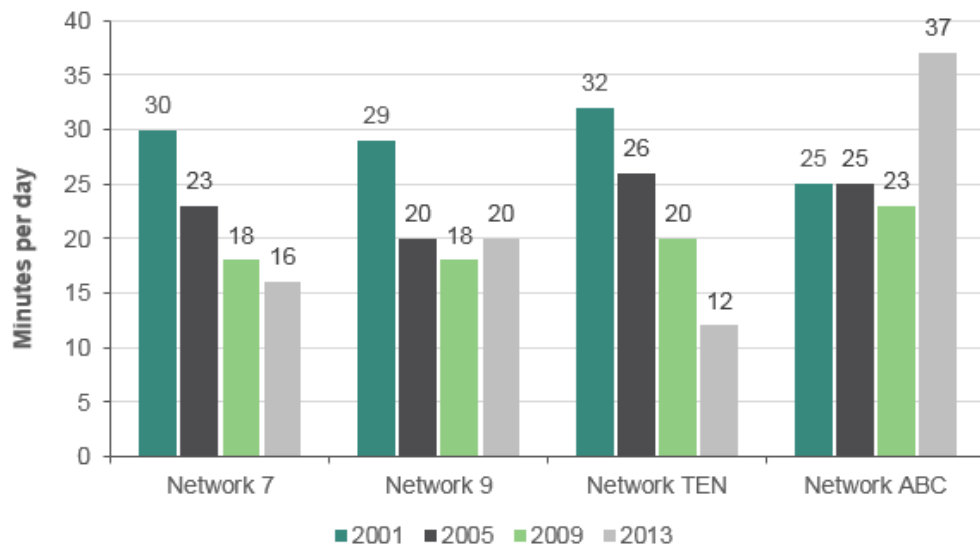


Each FTA network shows an aggregated average for the primary channel and its digital multi-channels. Network ABC includes ABC and ABC2 in 2009, with the addition of ABC3 and ABC News24 in 2013. In 2013, data includes primary and multi-channel information for networks Seven, Nine and Ten. Time spent viewing data is averaged for each year across all metro television households.

While children aged under 15 years generally spent less time watching television in 2013 than they did in 2001, there are some significant differences not only between age groups but also between channels.

As for all people, the average number of minutes children spent watching each day decreased for all commercial networks (Figure 12). In contrast, the amount of time children spent watching the ABC network increased from an average of 25 minute per day in 2001 to 37 minutes in 2013. This increase for the ABC was largely driven by the younger age group (0–4) watching ABC2 (to an average of 55 minutes per day in 2013).

Figure 12 Average time spent viewing (ATV) different FTA television networks, by children 0–14 years, 2001–13



Refer to notes under Figure 11.

Daily viewing patterns for FTA television

This chapter focuses on FTA television viewing, which has a higher average child audience than does STV. In 2013, the average daily size of the child audience aged 0–14 years of FTA television was 233,000 (see Figure 6) compared to 69,000 for STV (see Figure 36).

Daily patterns of children’s FTA television viewing are presented for each hour on weekdays and weekends between 6 am and midnight, and indicate the size and availability of the child television audience at different times of the day.

This viewing profile shows that the 0–14 audience on weekdays reaches a first peak in the morning between 7 am and 9 am, it falls away in the middle of the day, and peaks again in the evening, when the average child audience is highest between 7 pm and 8 pm.

While this pattern throughout the day has been consistent over the period under review, with peak hours remaining the same, a comparison between the years of 2001, 2005 and 2013 shows two trends as explained below and illustrated in Figure 13.

The first trend is (as previously mentioned) a general decline in the average audience size for the 0–14 age group. In the 8 am to 9 am timeslot, the average audience size decreased by nearly a third, from 374,000 in 2001 to 253,000 in 2013. During the evening prime time hour of 7 pm to 8 pm, the average audience size was 528,000 in 2013, down from 565,000 in 2005 and 650,000 in 2001—a 19 per cent decrease.

The second and more recent trend is an increase in the 0–14 average audience size during the middle of the day in 2013. Between 11 am and 3 pm, when audience is traditionally at its lowest, the audience size averaged approximately 105,000 in 2001 and decreased to 78,000 in 2005, but then increased to 114,000 in 2013. Data for the year 2012 show very similar patterns to that of 2013. This increase in mid-day viewing is largely driven by younger children who are not yet at school and watching children’s programming mainly on ABC2, as will be detailed in the following sections.

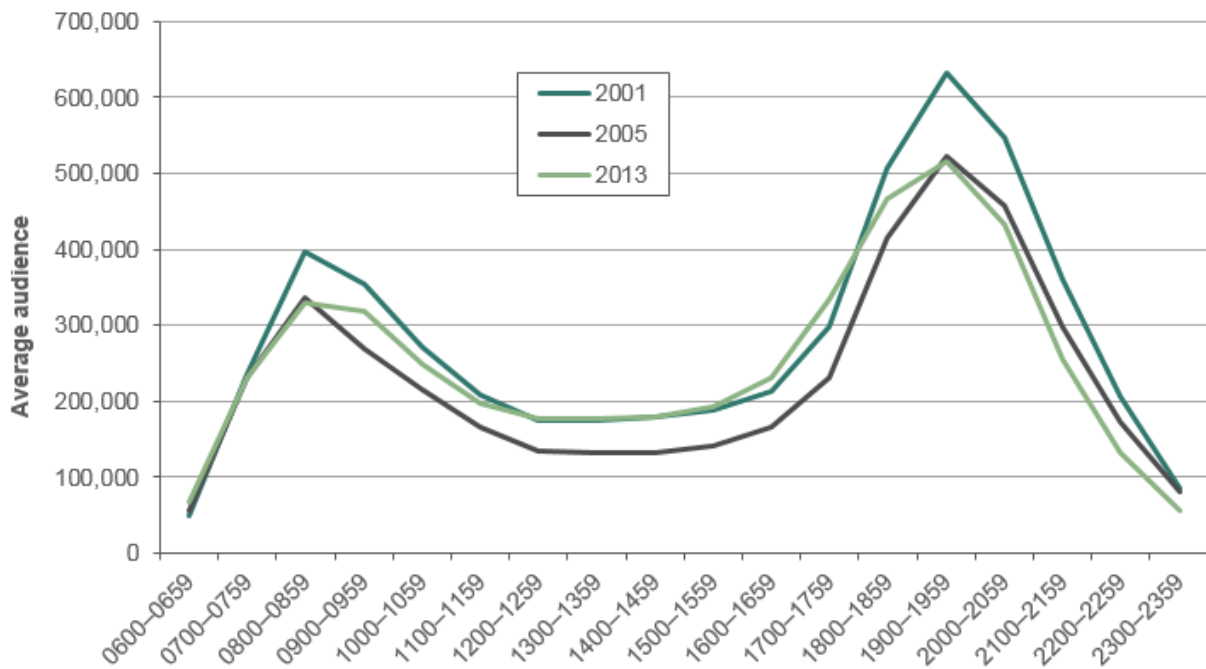
The regulated timeslots to broadcast C-classified programs on commercial television—that is, 7 am to 8.30 am and 4 pm to 8.30 pm on weekdays—match with those peaks of audience when children are most available to watch television. Further analysis of C- and P-classified programs is provided later in this report.

Figure 13 Weekday viewing of FTA television by children 0–14 years, by hour, 2001–13



Looking at audiences on weekends, the trend in declining overall average audience size is still apparent between 2001 and 2013. However, the decline is particularly evident between 2001 and 2005 (Figure 14). The average audience size at the two peak periods is nearly the same in 2013 as it was in 2005, and the average audience size in the middle of the day between those two peaks was actually larger in 2013 than in 2005. Although it did not increase to the level of 2001 on an overall daily average, the average hourly audience was higher in 2013 than it was in 2001 between the hours of 12 pm and 5 pm.

Figure 14 Weekend viewing of FTA television by children 0–14 years, by hour, 2001–13



Age differences

There exists clear differences in viewing patterns between age groups within the child audience aged 0–14, especially between preschoolers aged 0–4 and children aged five years and over.

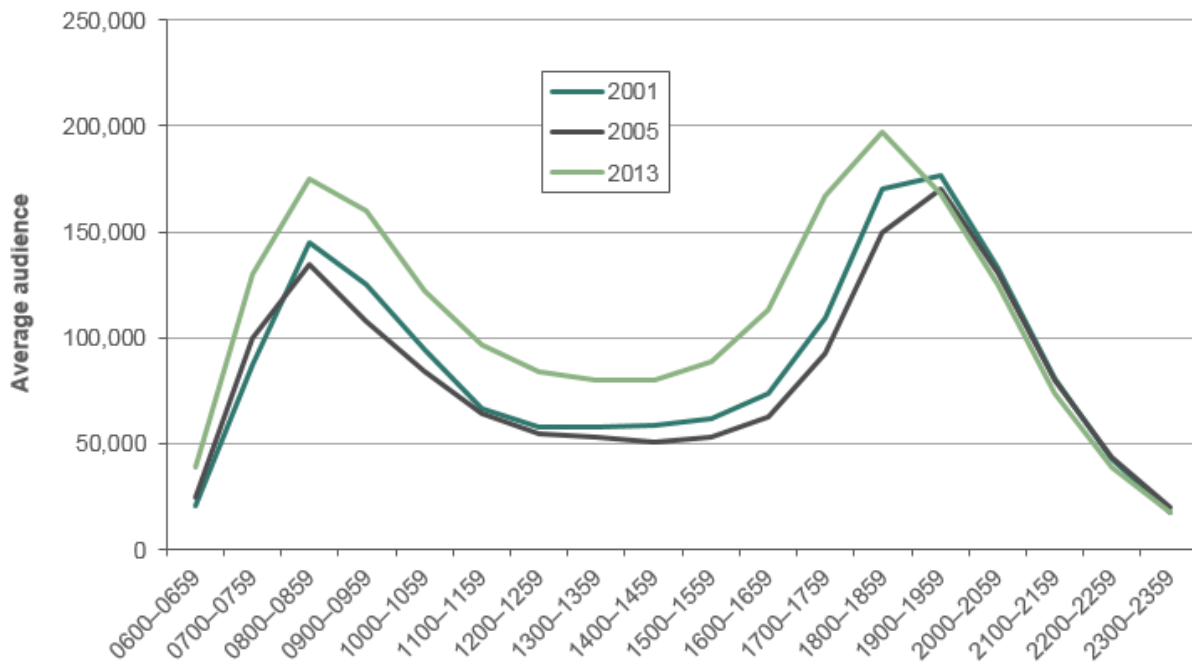
Despite the overall decline in children audience size, the average audience size of children aged 0–4 actually increased in 2013, following a slight decrease between 2001 and 2005. Figure 15 shows that, on weekdays, the 0–4 audience is lower in the morning peak period, but higher in both the middle of the day and during the evening prime time viewing hours between approximately 6 pm and 10 pm. On weekends, the average 0–4 audience is consistently higher in 2013 than it was in 2001 and 2005 between 6 am and 7 pm (Figure 16).

Commercial channels are required to broadcast P-classified programs, aimed specifically at the 0–4 audience of preschoolers, between 7 am and 4 pm on weekdays. The potential audience for this specific age-appropriate content has grown on weekends and during weekday evenings.

Figure 15 Weekday viewing of FTA television by children 0–4 years, by hour, 2001–13



Figure 16 Weekend viewing of FTA television by children 0–4 years, by hour, 2001–13



In contrast, there has been a clear decrease in the average audience size for the 5–12 age group between 2001 and 2013, both on weekdays and weekends (figures 17 and 18). The average 5–12 audience peaks at around 300,000 at 7 pm, on weekdays and weekends, before declining after 8 pm. Commercial channels Nine, Seven and, to a lesser extent, Ten reach most of that 5–12 prime time audience, as will be detailed in the next section.

Figure 17 Weekday viewing of FTA television by children 5–12 years, by hour, 2001–13

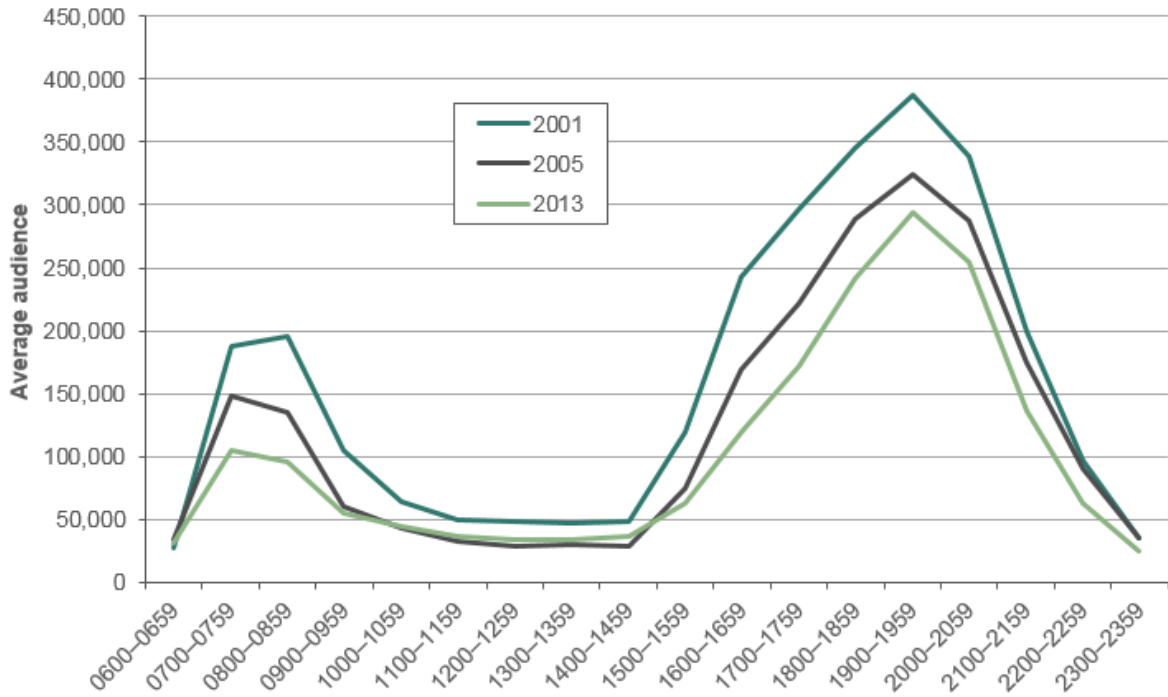
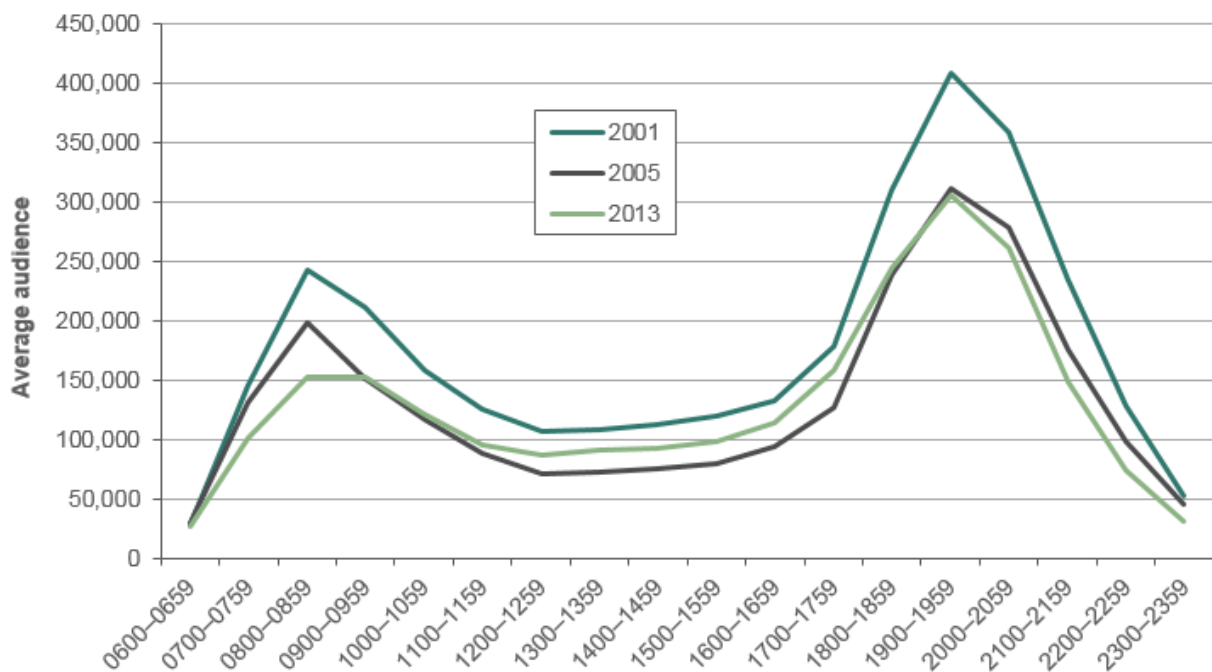


Figure 18 Weekend viewing of FTA television by children 5–12 years, by hour, 2001–13



The daily viewing pattern of children at the older end of the age spectrum, aged 13–17, also reflects the declining trend in child audience size on FTA television. In 2013, the average 13–17 weekday audience of FTA television is below an average of 50,000 during the day. It increases from about 5 pm to reach a peak of 182,000 at 8 pm. This viewing pattern is similar on weekdays and weekends. The 8 pm evening peak audience decreased between 2001 and 2013 from 270,000 to 182,000 on weekdays, and from 264,000 to 164,000 on weekends. In 2001 and 2005, average viewing numbers were consistently lower than 50,000 during the day on weekdays, but were higher on weekends.

Viewing patterns by channel

Figures 19 to 26 show the average child audience size by channel, by hour, broken down by age group, and by weekdays and weekends.

The weekday viewing pattern clearly outlines the larger audience size of ABC2 between 7 am and 6 pm (ABC2 is branded as ABC4Kids during these times), with an average audience of 121,000 during the morning peak period and 173,000 between 5 pm and 6 pm. The large audience on ABC2 is mostly driven by those aged 0–4, as shown in Figure 20. ABC2 is targeted to preschool-aged children during the day.

Although much lower than for ABC2, the channel with the next highest average audience size during the daytime is ABC3, closely followed by the commercial channels Nine, Seven and, to a lesser extent, Ten. The ABC3 audience largely comprises children aged 5–12 (Figure 21). For that age group, the daily pattern follows that of ABC2, with a morning and an afternoon peak, and an audience that falls away quickly after 6 pm.

The audience on commercial channels, however, shows a different daily pattern, with little or no peak in the morning but a longer peak period in the evening from 6 pm to 10 pm. The average child audience size reaches 133,000 for Channel Nine at 7 pm

and 119,000 for Channel Seven at 8 pm. The Channel Ten audience peaks slightly earlier with 74,000 at 6 pm. The larger audience on commercial channels is largely driven by older children who watch television later in the day, with evening peaks for those channels clearly visible for the 5–12s (Figure 21) and further emphasised for the 13–17s (Figure 22).

The 5–12 audience on GO! is of similar size or higher than for its main channel Nine during the day, peaking at 24,000 between 7 pm and 8 pm. Channel Eleven attracts an average 5–12 audience of 16,000 between 6 pm and 7 pm.

Figure 19 Weekday viewing of FTA television channels by children 0–14 years, by hour, 2013

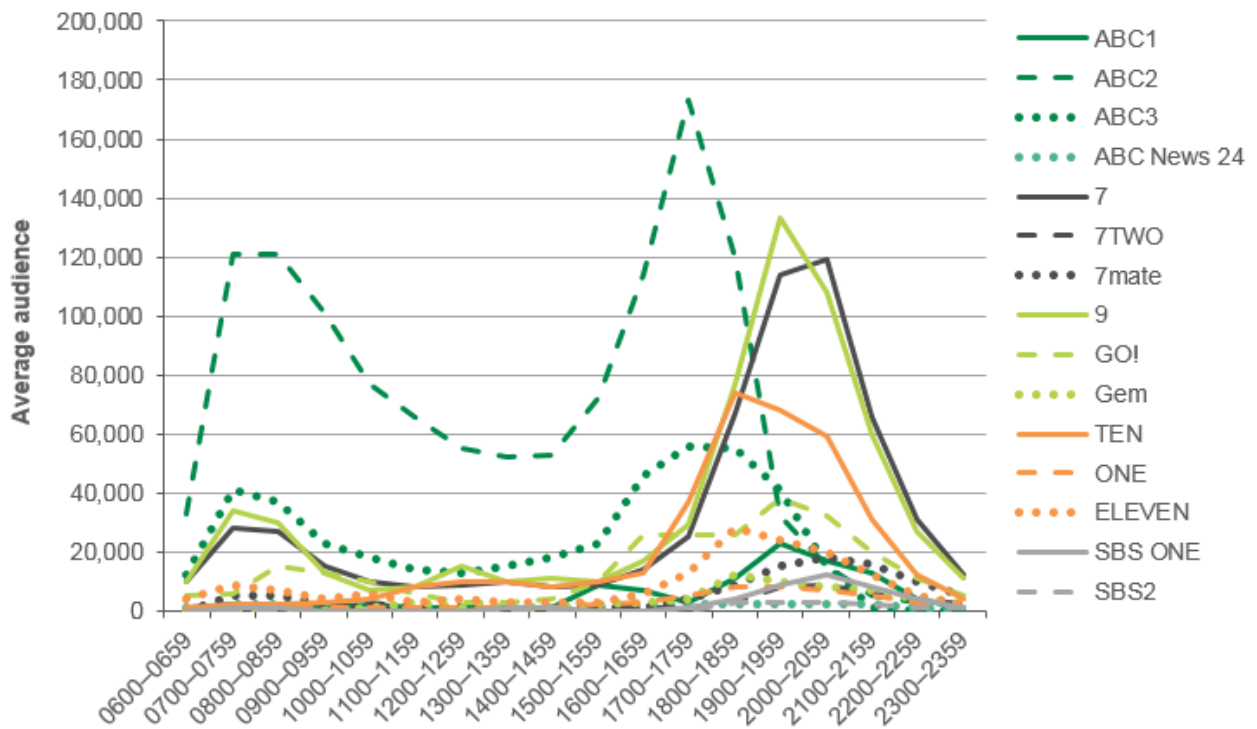


Figure 20 Weekday viewing of FTA television channels by children 0–4 years, by hour, 2013

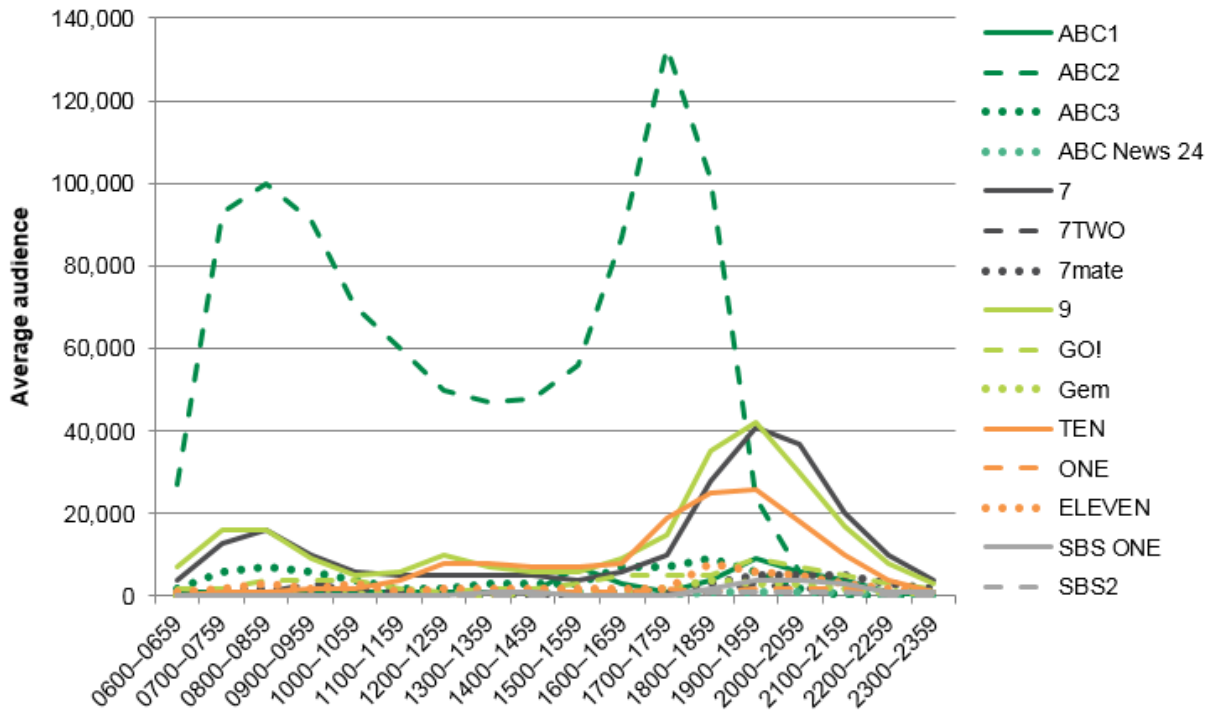


Figure 21 Weekday viewing of FTA television channels by children 5–12 years, by hour, 2013

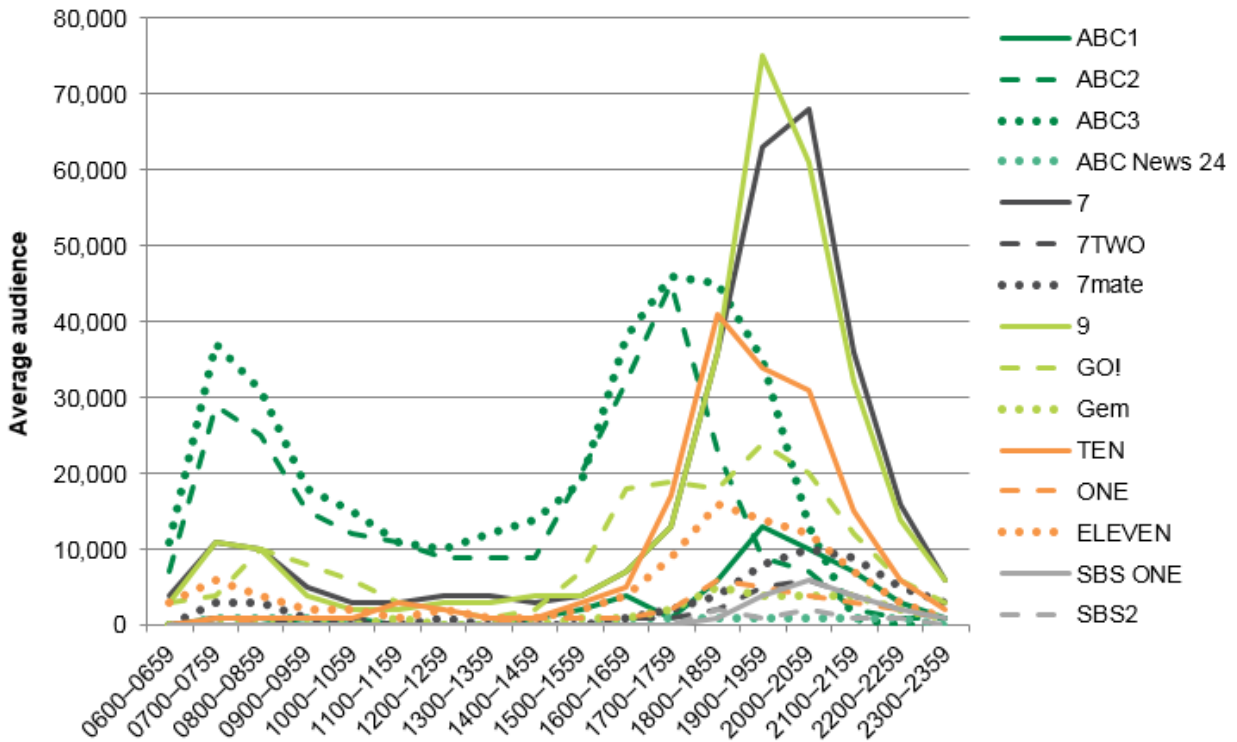
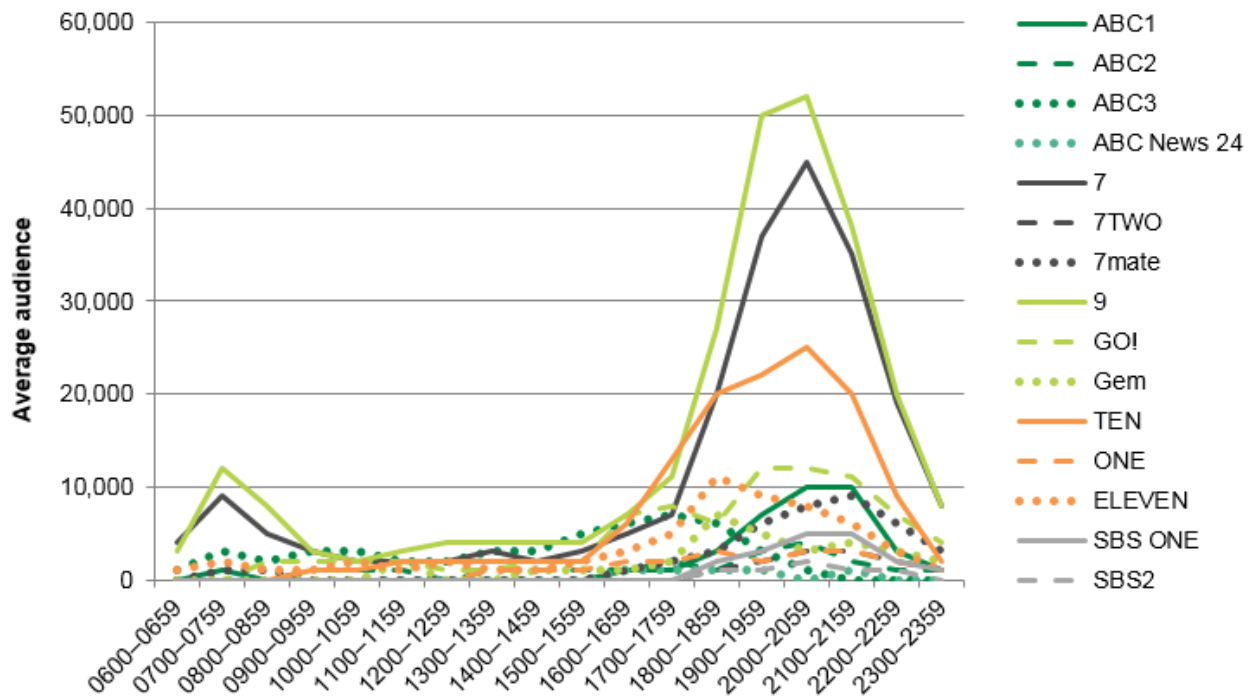


Figure 22 Weekday viewing of FTA television channels by children 13–17 years, by hour, 2013



The weekend daily viewing pattern shows the same main characteristics as for weekdays—a large 0–4 audience on ABC2 and two peak periods during the day. In the evening, most of the audience shifts to commercial channels, especially Nine and Seven, as older children make up most of the child audience (Figure 24).

ABC2, ABC3 and GO! each attract large parts of the 5–12 audience during a weekend day, with GO! attracting higher audiences to the morning children’s programming block on weekends (Figure 25).

The 13–17 audience is generally lower on weekends than on weekdays but shows a pattern similar to weekdays for all channels. The average 13–17 audience on Channel Nine peaks at 52,000 on weekdays at 8 pm (Figure 22) and at 42,000 on weekends at 7 pm (Figure 26).

Figure 23 Weekend viewing of FTA television channels by children 0–14 years, by hour, 2013

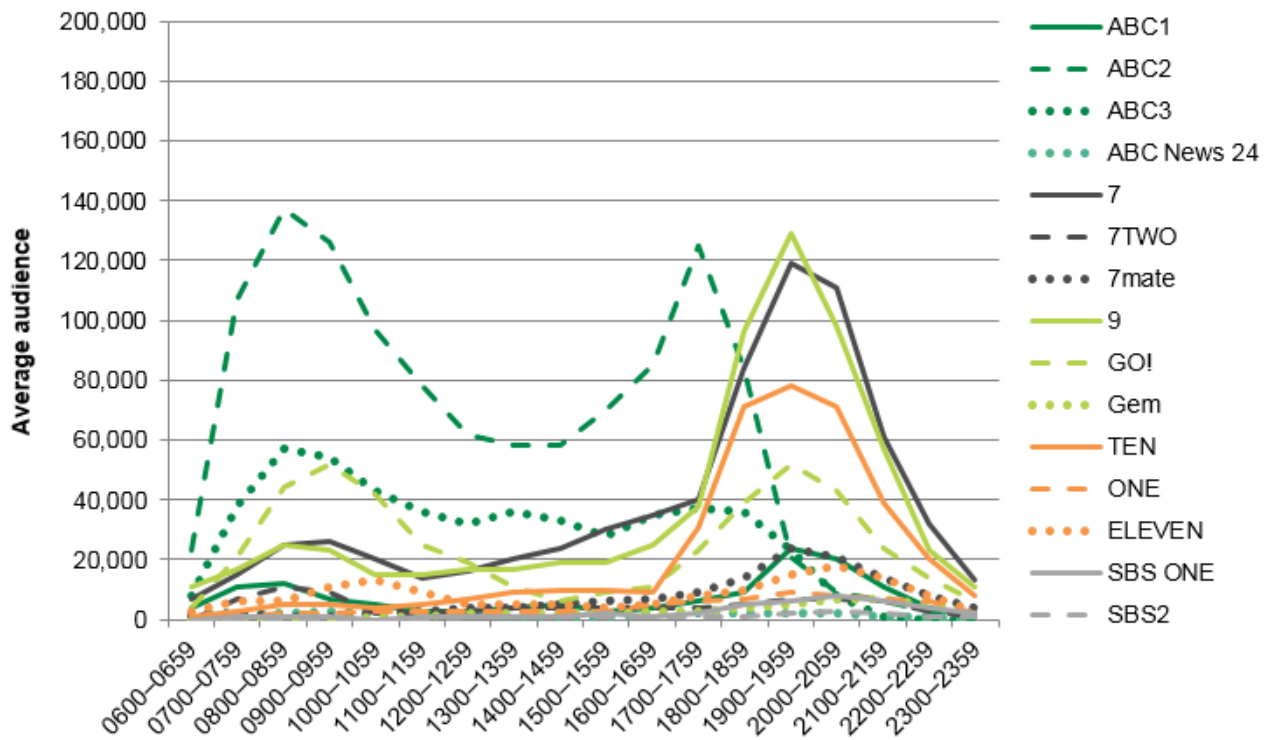


Figure 24 Weekend viewing of FTA television channels by children 0–4 years, by hour, 2013

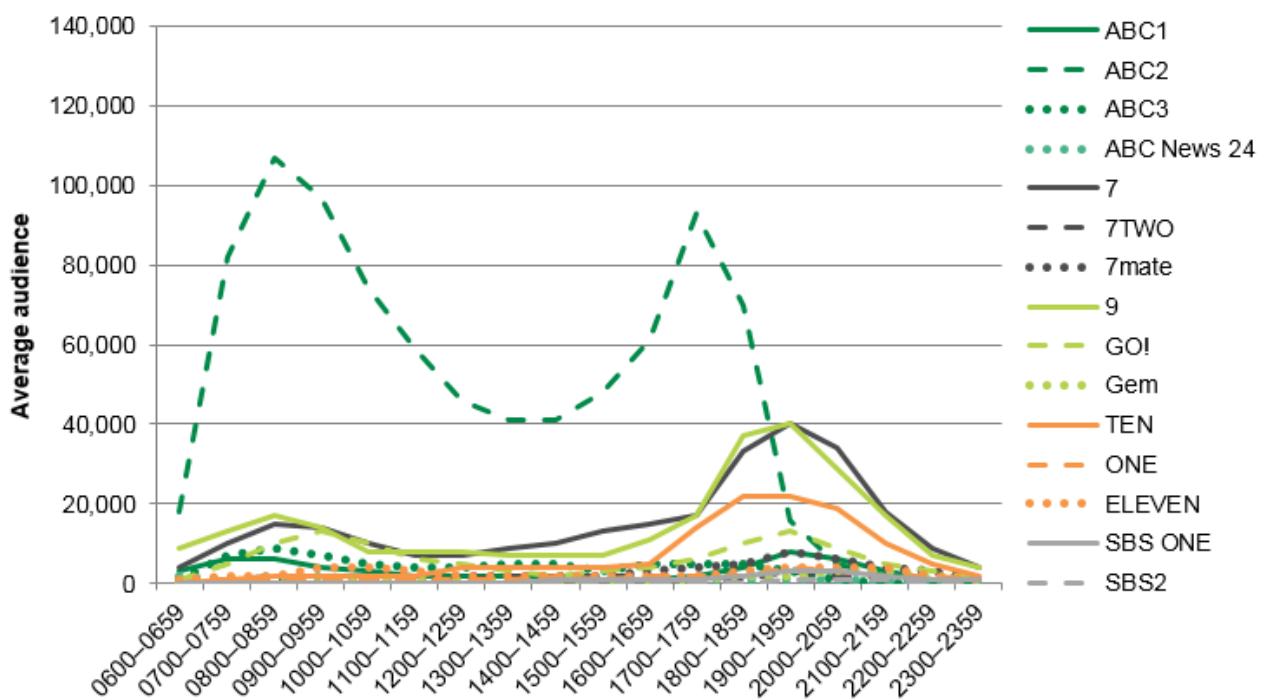


Figure 25 Weekend viewing of FTA television channels by children 5–12 years, by hour, 2013

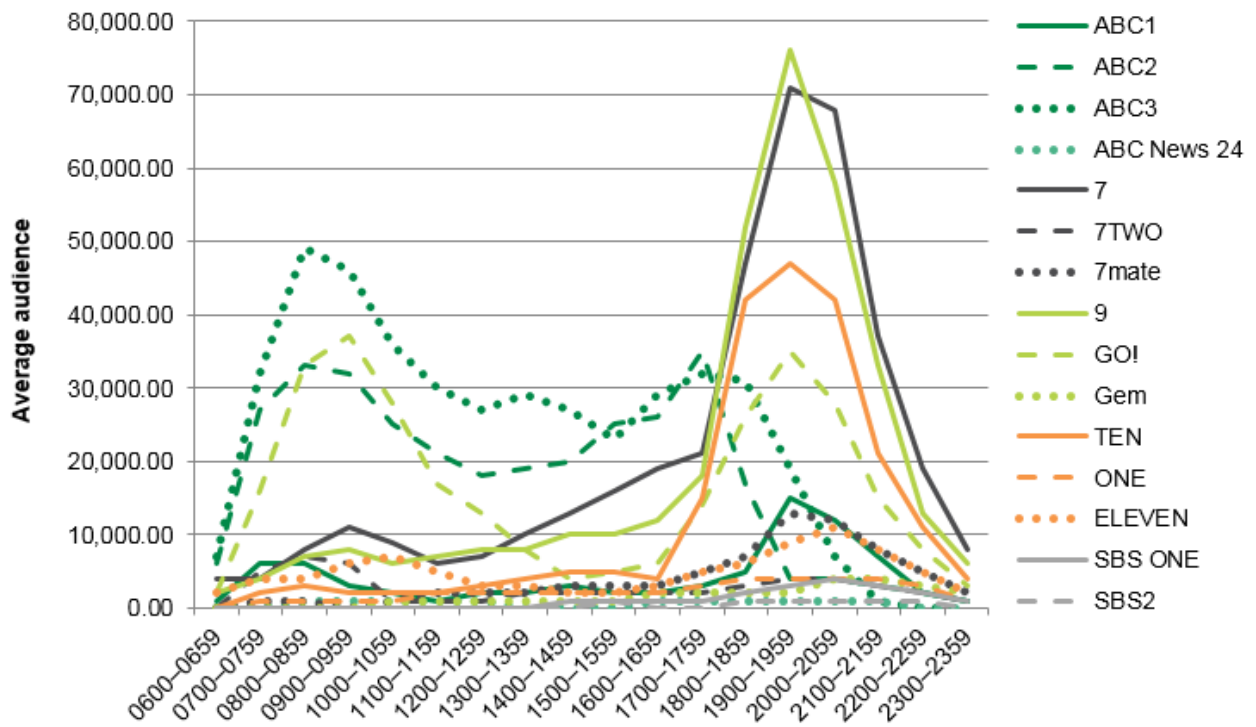
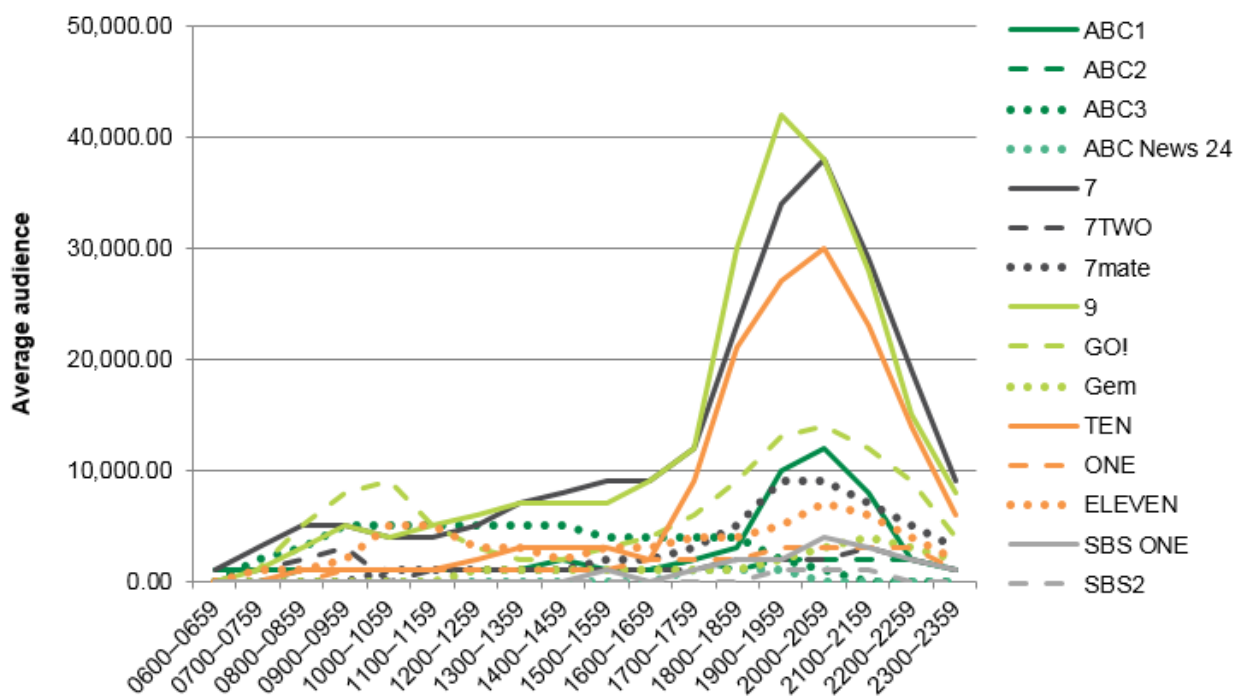


Figure 26 Weekend viewing of FTA television channels by children 13–17 years, by hour, 2013

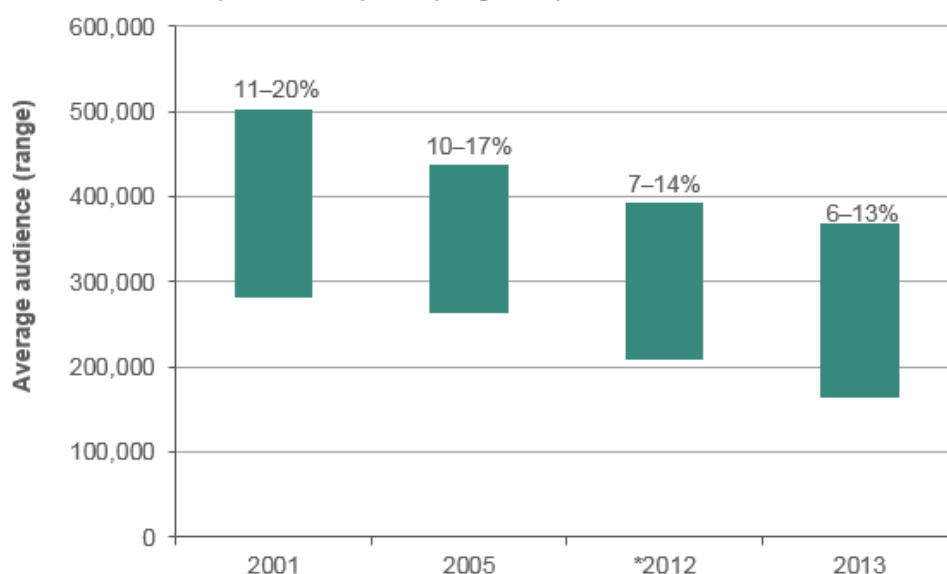


Most popular television programs among children

Figure 27 shows general trends in viewing of the 30 most popular television programs by children between 2001 and 2013. These indicate declining average audiences for the 0–14 age group that range from 502,000 for the most popular program in 2001 to 368,000 for the most popular program in 2013. Ranges are used to show the extent to which the top 30 programs attract child audiences.

In 2013, the maximum proportion of the potential audience achieved by the most watched program had fallen to 13 per cent, from a high of 20 per cent in 2001.

Figure 27 Summary of viewing trends for top 30 television programs watched by children 0–14 years on FTA television (excludes sports programs), 2001–13



Percentages indicate the size of the average viewing audience as a proportion of the Universe Estimate (or total potential viewing audience). These percentages are known as Target Audience Rating Points (TARPs) (see Glossary of terms and definitions for more information).

*2012 covers the top 19 television programs rather than the top 30 programs.

Sports programs have been excluded from this list to maintain a focus on other programming.

Episodes of *The Block*, *The X Factor*, *The Voice* and *My Kitchen Rules* attracted the highest average audiences among the 0–14 age group in 2013. These reality and light-entertainment programs were also popular with adults and were broadcast in prime time viewing hours when child and adult audiences are both available to watch television.

Various movies (feature films) were also very popular with children aged 0–14 years, along with children’s programs that appear in the top 30 list of television programs (Table 2).

Table 2 Top 30 programs watched by children 0–14 years on FTA television, 2013

Program	Program category [#]	Channel	Origin	Average audience	TARP %	No. of episodes [^]
*The Block Sky High—Grand Final	Reality	Nine	Australia	368,000	12.6	1
*The X Factor Grand Final	LE	Seven	Australia	335,000	11.5	1
*The Voice—Wednesday	LE	Nine	Australia	295,000	10.2	1
*My Kitchen Rules—Winner Announced	Reality	Seven	Australia	290,000	9.9	1
Toy Story 3	Movie	Seven	USA	282,000	9.6	1
Toy Story of Terror	Children's	Seven	USA	269,000	9.2	1
Despicable Me	Movie	Seven	USA	261,000	8.9	1
Hop	Movie	Seven	USA	256,000	8.8	1
*The Block: All Stars—Grand Final	Reality	Nine	Australia	253,000	8.7	1
Hamish & Andy's Gap Year Asia	LE	Nine	Australia	242,000	8.3	6
Domestic Blitz—The Block to the Rescue	I/L	Nine	Australia	227,000	7.8	1
The Lion King	Movie	Seven	USA	219,000	7.5	1
*Big Brother—Winner Announced	Reality	Nine	Australia	211,000	7.2	1
The Smurfs	Movie	Seven	USA	203,000	6.9	1
Room on the Broom (am)	Children's	ABC2	UK	196,000	6.7	1
Kung Fu Panda 2	Movie	Ten	USA	195,000	6.6	1
Cloudy with a Chance of Meatballs	Movie	Nine	USA	192,000	6.6	2
Shaun the Sheep (am)	Children's	ABC2	UK	190,000	6.5	1
Finding Nemo	Movie	Seven	USA	184,000	6.3	1
Polar Express	Movie	Nine	USA	179,000	6.1	1
Willy Wonka & the Chocolate Factory (ev.)	Movie	GO!	USA	177,000	6.0	1
Dr Seuss' how the Grinch Stole Christmas!	Movie	Seven	USA	177,000	6.0	1
How to Train your Dragon	Movie	Seven	USA	175,000	6.0	1
Cars 2	Movie	Seven	USA	174,000	5.9	1
Up	Movie	Seven	USA	173,000	5.9	1
Ben and Holly's Little Kingdom (am)	Children's	ABC2	UK	172,000	5.9	105
The Santa Clause 3: The Escape Clause	Movie	Seven	USA	168,000	5.7	1
Peppa Pig (pm)	Children's	ABC2	UK	167,000	5.7	1,098
How Many More Minutes Until Christmas? (am)	Children's	ABC2	UK	167,000	5.7	1
Gnomeo & Juliet	Movie	Seven	USA	165,000	5.6	1

*Only the top-rating single episodes of Reality Television and Light Entertainment programs are included in this list. Other episodes also rated highly with viewers aged 0–14 and are not listed to avoid duplication of individual program titles.

[#]LE = Light Entertainment, I/L = Infotainment/Lifestyle. Program categories are defined by the television networks.

[^]Number of episodes—the breakdown of program episodes is determined by the television networks. Where there is more than one episode, audience size and TARPs are averaged across those episodes.

Sports programs have been excluded from this list to maintain a focus on other programs. Sporting events such as grand finals attracted relatively high audience ratings with children aged 0–14 years as they did with viewers generally.

Program categories

Movies (feature films) targeting children and families is the main program category represented in the top 30 television programs watched by children. In 2013, more than half (16) of the top programs watched by children aged 0–14 were movies. This has grown from previous years—in 2001 the movie count was 12 of 30 and in 2005 it was 12 of 29 (Table 3).

'Children's programs' (as defined by the FTA television broadcasters) was the second most popular program category on the top 30 list of programs. The number of children's programs fluctuated from six in 2001 to nine in 2005 and then six in 2013.

Reality shows and light-entertainment programs were also prominent, with seven appearing in the top 30 list in 2013. This is a small increase on 2001 and 2005 (four programs).

Other program genres such as comedy and drama were not represented in the top 30 television programs for children in 2013. However, these programs were represented to varying levels in 2001 and 2005.

Table 3 Number of programs by program category—for top 30 programs watched by children 0–14 years on FTA television, 2001–13

Program category	2001	2005	2013
Children's programs	6	9	6
Movies—feature films	12	12	16
Reality television	4	2	4
Light entertainment	0	2	3
Infotainment/Lifestyle	2	0	1
Comedy	4	2	0
Drama	2	1	0
Specials	0	1	0
TOTAL	30	29*	30

**Only details for the top 29 programs in 2005 were available to the ACMA.*

See Table 2 for a list of the top 30 FTA television programs watched by children in 2013, and Appendix B and tables 2 and 3 for the top programs in 2001 and 2005.

Broadcasters of most popular programs

Table 4 shows how the provision of the most popular television programs to children changed between 2001 and 2013. The most notable changes are a:

- > shift in the broadcast of children's programs from the main ABC channel in 2001 and 2005 to ABC2 in 2013
- > substantial increase in 2013 of programs (mainly movies) broadcast by Channel Seven
- > substantial decline in programs on the top 30 list broadcast by Channel Ten.

Table 4 Number of programs by broadcast channel—for top 30 programs watched by children 0–14 years on FTA television, 2001–13

Broadcast channel	2001	2005	2013
ABC	7	9	0
ABC2	–	–	5
Seven	9	4	15
Nine	7	9	8
GO!	–	–	1
Ten	7	7	1
TOTAL	30	29*	30

**Only details for the top 29 programs in 2005 were available to the ACMA.*

Program origins

In 2013, 16 of the top 30 FTA television programs originating from the US were movies watched by Australian children aged 0–14 years. Movies were also popular in 2001 and 2005, when 10 out of 12 movies were from the US in each of those years (with the remainder originating in the UK and Australia).

In 2013, eight of the top 30 programs were Australian (Table 5), comprising programs in the reality television, light-entertainment and infotainment/lifestyle categories.

Of the top 30 programs watched by children in 2013, five were of UK origin, all broadcast by the ABC and all categorised as ‘children’s programs’. This represents a marginal increase of UK children’s programs by the ABC in the top 30; however, a small decrease in UK content overall since 2005.

Table 5 Number of programs by country of origin—for top 30 programs watched by children 0–14 years on FTA television, 2001–13

Country of origin	2001	2005	2013
Australia	9	4	8
Canada	0	1	0
Europe	0	1	0
UK	2	7	5
USA	19	15	17
Other	0	1	0
TOTAL	30	29*	30

**Only details for the top 29 programs in 2005 were available to the ACMA.*

Table 6 shows that significantly more Australian programs appear in the top 30 list of programs watched by those aged 13–17 in 2013 (20 programs) than in 2001 (eight programs). In 2013, popular Australian programs included a greater range of locally produced reality, infotainment/lifestyle and light-entertainment programs (15 programs) shown on commercial channels. In 2001, only three of a total of eight popular Australian programs were reality programs. The prevalence of Australian programs watched by the 13–17 age group in 2013 corresponds with a decline in programs from the US in 2001 (20 programs) compared to 2013 (eight programs).

Approximately 20 of the 30 most popular programs watched by children aged 5–12 were consistently from the US in 2001, 2005 and 2013. All but one of the 21 most popular programs from the US in 2013 were movies, and movies comprised most of the 20–21 programs from the US in 2001 and 2005.

Fewer Australian programs appear in the top 30 list of programs watched by children aged 0–4 years in 2005 and 2013 (four programs in each year) compared to 2001 (10 programs). In 2001, 13 of the most popular 30 programs for this age group originated from the UK, increasing to 20 in 2005 and dropping again to 15 in 2013. In 2013, a slightly higher number of programs originated from Europe and Canada than in earlier years.

Australian programs therefore maintained their popularity in the top 30 lists of FTA television programs watched by the different child age groups in 2001, 2005 and 2013. However, over that period:

- > fewer Australian programs made the top 30 programs watched by the 0–4 age group
- > there has been a consistent yet relatively low representation of Australian programs watched by the 5–12 age group
- > a significantly higher number of Australian programs appeared among the top 30 programs watched by the older 13–17 age group.

Table 6 Number of programs by country of origin—for top 30 programs watched on FTA television by child age group, 2001–13

Country of origin	2001			2005			2013		
	0–4	5–12	13–17	0–4	5–12	13–17	0–4	5–12	13–17
Australia	10	8	8	4	5	4	4	9	20
Canada	1	0	0	2	0	0	2	0	0
Europe	0	0	0	0	0	0	3	0	0
UK	13	1	20	20	6	1	15	0	2
USA	5	21	4	4	18	13	4	21	8
Other	1	0	0	0	1	1	2	0	0
TOTAL	30	30	30	30	30	19*	30	30	30

*Only details for the top 19 programs watched by children aged 13–17 in 2005 were available to the ACMA.

Most popular FTA programs—age differences

0–4 years

The most popular television programs watched by children in 2013 varied according to their age. For children aged 0–4, almost all of the top 30 programs were ‘children’s programs’ (27 of them) and broadcast on ABC2 (26 of 30 programs). Three programs were shown on Channel Seven—the movie *Hop*, *Toy Story of Terror* (a half-hour Halloween special based on characters from the *Toy Story* movie franchise) and the movie *Toy Story 3* (Table 7). One reality television program broadcast on Channel Nine, *The Block Sky High—Grand Final*, also featured in the top 30 programs watched by children aged 0–4.

Of the top 30 programs watched by children aged 0–4, four originated in Australia. These were *Bananas in Pyjamas*, *The Block Sky High—Grand Final*, *Guess How Much I Love You* and *Giggle and Hoot*. Most other programs were sourced from the UK (15 of 30), followed by the US (four), Europe (three), Canada (two), Asia (one) and New Zealand (one).

Table 7 Top 30 programs watched by children 0–4 years on FTA television, 2013

Program	Program category#	Channel	Origin	Average audience	TARP %	No. of episodes
Room on the Broom (am)	Children’s	ABC2	UK	134,000	12.9	1
Shaun the Sheep (am)	Children’s	ABC2	UK	130,000	12.6	1
Ben and Holly’s Little Kingdom (am)	Children’s	ABC2	UK	129,000	12.4	105
Peppa Pig (pm)	Children’s	ABC2	UK	129,000	12.4	1,098
How Many More Minutes Until Christmas? (am)	Children’s	ABC2	UK	127,000	12.3	1
Thomas and Friends: Blue Mountain Mystery (pm)	Children’s	ABC2	UK	125,000	12.1	1
Mofy (ev.)	Children’s	ABC2	Asia	121,000	11.6	51
The Pajanimals (ev.)	Children’s	ABC2	USA	119,000	11.5	76
Cloudbabies (am)	Children’s	ABC2	UK	119,000	11.5	26
Miffy and Friends (ev.)	Children’s	ABC2	Europe	117,000	11.3	51
Joe & Jack (pm)	Children’s	ABC2	Canada	115,000	11.1	39
Bananas in Pyjamas (pm)	Children’s	ABC2	Australia	114,000	11.0	361
Octonauts (am)	Children’s	ABC2	UK	114,000	11.0	122
Kioka (pm)	Children’s	ABC2	Europe	113,000	10.9	92
Hop	Movie	Seven	USA	112,000	10.8	1
Charlie and Lola (pm)	Children’s	ABC2	UK	111,000	10.7	128
The Block Sky High—Grand Final	Reality	Nine	Australia	111,000	10.7	1
Bob the Builder: A Christmas to Remember (am)	Children’s	ABC2	UK	111,000	10.7	1

Toy Story of Terror	Children's	Seven	USA	109,000	10.5	1
Guess How Much I Love You (ev.)	Children's	ABC2	Australia	109,000	10.5	47
Peter Rabbit's Christmas Tale (pm)	Children's	ABC2	UK	108,000	10.4	1
Bookaboo (am)	Children's	ABC2	UK	106,000	10.2	52
Fireman Sam (am)	Children's	ABC2	UK	105,000	10.2	103
Q Pootle 5 (pm)	Children's	ABC2	UK	105,000	10.1	53
Giggle and Hoot (am)	Children's	ABC2	Australia	105,000	10.1	1,460
Pingu Family at the Wedding Party (am)	Children's	ABC2	Europe	104,000	10.0	1
Driver Dan's Story Train (ev)	Children's	ABC2	UK	103,000	10.0	51
Toy Story 3	Movie	Seven	USA	103,000	10.0	1
Storytree (am)	Children's	ABC2	NZ	103,000	10.0	23
The Mole Sisters (ev.)	Children's	ABC2	Canada	103,000	9.9	39

Refer to notes under Table 2.

5–12 years

Children aged 5–12 differed considerably from the younger 0–4 group in the volume of movies included in their top 30 list of television programs. A total of 20 movies made their top 30 list and all of these movies originated from the US. *Toy Story of Terror* was the only 'children's program' in this list, which also comes from the US.

Australian-sourced light-entertainment, reality television and infotainment/lifestyle programs comprised nine programs in the top 30 list. In 2013, *The Block Sky High—Grand Final* averaged the highest audience in the 5–12 age group with 229,000.

All of these most popular television programs were broadcast on commercial channels, with 19 programs on Channel Seven, eight on Channel Nine, two on GO! and one on Channel Ten.

See Appendix B, Table 4, for the top 30 FTA television programs watched by children aged 5–12 in 2013.

13–17 years

Young people aged 13–17 years watched a greater diversity of television programming than the younger age groups, and two-thirds of the top programs in 2013 were Australian (20 of the top 30). Reality television was the most popular program category (nine programs, all Australian), followed by light entertainment (six, five Australian), drama (five, three Australian), movies (four, all from the US) and comedy (three, one Australian).

The top four programs watched by those aged 13–17 were reality television shows that attracted an average audience ranging from 138,000 to 174,000. *The Block Sky High—winner announced* topped the list, reaching 17.8 per cent of the potential 13–17 audience.

The five most popular drama programs watched by 13–17s were *Doctor Who: The Day of the Doctor* (UK), *Underbelly: Squizzy* (Australia), *Packed to the Rafters* (Australia), *Marvel's Agents of S.H.I.E.L.D* (US) and *House Husbands* (Australia). The average audience of 13-17s for those programs ranged from 57,000 to 83,000.

The top-ranking comedy programs were *The Big Bang Theory* (with an audience of 79,000), *Modern Family* and *Ja'mie: Private School Girl* (both averaging an audience of 63,000).

Programming was sourced across all of the main FTA television channels, with channels Nine and Seven (12 programs each) more prominent than Ten or ABC (three programs each).

See Appendix B, Table 5, for the top 30 FTA television programs watched by the 13–17 age group in 2013.

Most popular children's programs

This chapter presents audience data for television programs that are defined by the FTA television channels as 'children's programs'.

Table 8 provides a list of the most-watched children's programs by children aged 0–14 on FTA television in 2013. All of the children's programs appearing in the top 30 list were broadcast on ABC2. The popularity of children's programs shown on ABC2 in 2013 extends to all but one program in the top 99 list of children's programs.

The exception was a single episode of *Yogi Bear*, which was 48th on this list and shown on channel GO! with an average 0–14 audience of 117,000 (or four per cent TARP).

Table 8 Top 30 children's programs watched by children 0–14 years on FTA television, 2013

Program	Channel	Origin	Average audience	TARP %	No. of episodes [^]
Room on the Broom (am)	ABC2	UK	196,000	6.7	1
Shaun the Sheep (am)	ABC2	UK	190,000	6.5	1
Ben and Holly's Little Kingdom (am)	ABC2	UK	172,000	5.9	105
Peppa Pig (pm)	ABC2	UK	167,000	5.7	1,098
How Many More Minutes Until Christmas? (am)	ABC2	UK	167,000	5.7	1
Octonauts Special: A Very Vegimals Christmas (pm)	ABC2	UK	157,000	5.4	1
Shaun the Sheep: Championsheeps (pm)	ABC2	UK	155,000	5.3	84
Peter Rabbit's Christmas Tale (pm)	ABC2	UK	154,000	5.3	1
Octonauts (am)	ABC2	UK	151,000	5.2	122
The Pajanimals (ev.)	ABC2	USA	151,000	5.1	76
Mofy (ev.)	ABC2	Asia	150,000	5.1	51
Bananas in Pyjamas (pm)	ABC2	Australia	149,000	5.1	361
Cloudbabies (pm)	ABC2	UK	149,000	5.1	26
Charlie and Lola (pm)	ABC2	UK	148,000	5.1	128
Thomas and Friends: Blue Mountain Mystery (pm)	ABC2	UK	148,000	5.1	1
Kioka (pm)	ABC2	Europe	147,000	5.0	92
Bob the Builder: A Christmas to Remember (am)	ABC2	UK	147,000	5.0	1
Joe & Jack (pm)	ABC2	Canada	146,000	5.0	39
Ben and Holly's Little Kingdom (pm)	ABC2	UK	145,000	5.0	55
Miffy and Friends (ev.)	ABC2	Europe	144,000	4.9	51
Peppa Pig (am)	ABC2	UK	143,000	4.9	614
Octonauts and the Amazon Adventure (pm)	ABC2	UK	142,000	4.8	2
Bookaboo (pm)	ABC2	UK	141,000	4.8	52
Q Pootle 5 (pm)	ABC2	UK	141,000	4.8	53
Thomas and Friends: King of the Railway (am)	ABC2	UK	140,000	4.8	1
Peter Rabbit (pm)	ABC2	UK	139,000	4.8	80
Bananas in Pyjamas (am)	ABC2	Australia	135,000	4.6	234
Guess How Much I Love You (ev.)	ABC2	Australia	134,000	4.6	47
Fireman Sam (am)	ABC2	UK	134,000	4.6	103
Pingu Family at the Wedding Party (am)	ABC2	Europe	133,000	4.5	1

Toy Story of Terror was categorised by Channel Seven as a 'children's program' but has been excluded from this list because it builds on characters from the *Toy Story* movies and attracts a relatively high adult audience. *Toy Story of Terror* was a half-hour program broadcast immediately before a repeat screening of *Toy Story 3*.

[^]Number of episodes—the breakdown of program episodes is determined by the television networks. Where there is more than one episode, audience size and TARPs are averaged across those episodes.

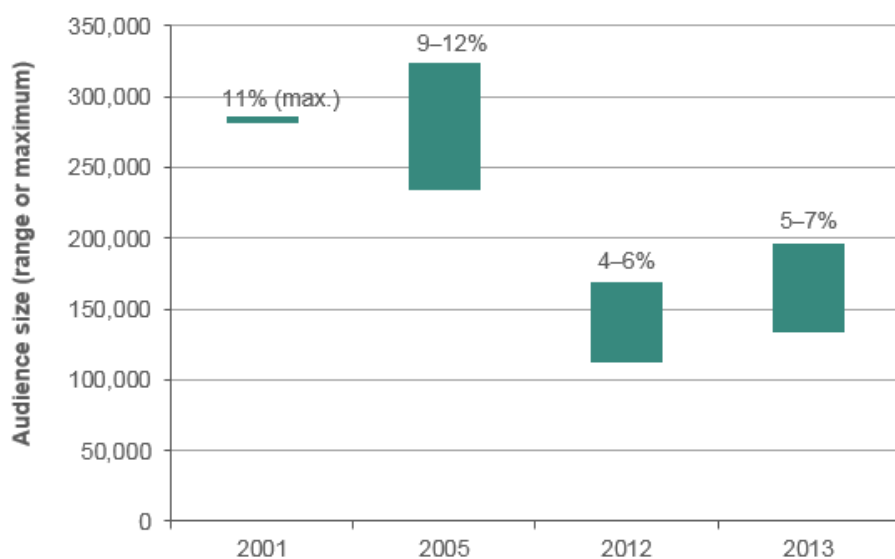
Average audiences

Figure 28 summarises average 0–14 audience numbers and TARPs (see notes under figure for explanation) for the top 30 children’s programs in 2001, 2005, 2012 and 2013. It shows the lowest and highest average audience size for the top 30 programs in each year (except 2001), indicating:

- > A general decline in child viewers of the top children’s programs between 2001 and 2005, and 2012 and 2013, and a small increase in 2013 compared to 2012 (although not as high as in 2001 or 2005). In 2005 the top 30 children’s programs attracted average audiences of between 234,000 and 324,000 (9.0 to 12.4 per cent TARPs) compared with 2013 when they ranged from 133,000 to 196,000 (4.5 to 6.7 per cent TARPs).
- > Within that general declining trend, audiences of children’s programs have fluctuated from year to year, as illustrated between 2001 and 2005, and 2012 and 2013.

The fluctuating popularity of children’s programs from year to year may reflect variations in the availability (and broadcast) of programs that are designed to appeal specifically to children.

Figure 28 Summary of viewing trends for top 30 children’s programs watched by children 0–14 years on FTA television, 2001–13



Percentages indicate the size of the average viewing audience as a proportion of the Universe Estimate (or total potential viewing audience). These percentages are known as Target Audience Rating Points (TARPs) (see the Glossary of terms and definitions for additional information).

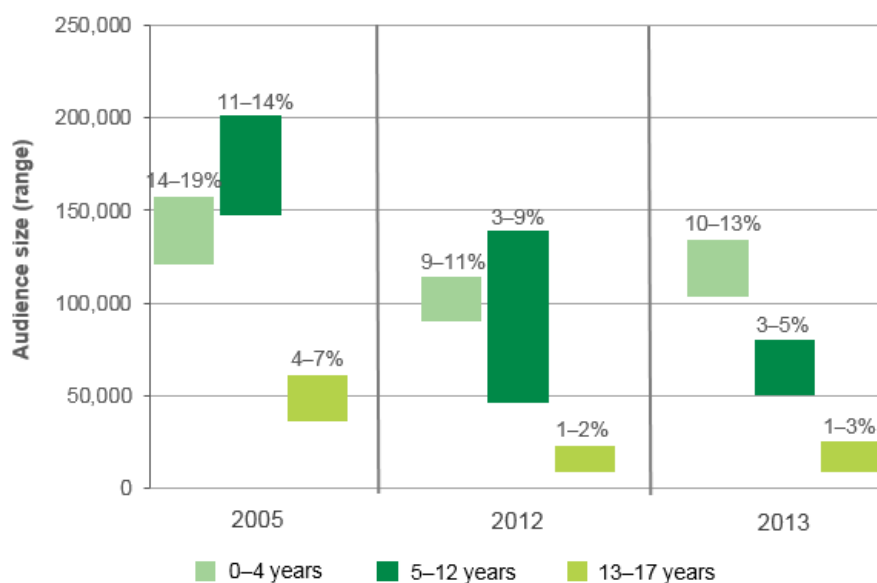
In 2001, only the rating for the most popular children’s program is shown.

Age differences

Much of the decline in young audiences of children’s programs occurred in the 5–12 and 13–17 age groups between 2005 and 2013. The most popular program in 2005, *Wallace and Gromit: A Grand Day Out*, attracted an average of 201,000 viewers aged 5–12 years (14 per cent TARP). In 2013, the top program, *Yogi Bear*, attracted an average 80,000 (five per cent TARP) children in that age group (Figure 29).

While children aged 5–12 had the highest audience numbers and TARPs in 2005, their decline in 2013 has meant that children aged 0–4 years represent the biggest audience of children’s programs.

Figure 29 Summary of viewing trends for the top 30 children’s programs on FTA television, by age group, 2005–13



Percentages indicate the size of the average viewing audience as a proportion of the Universe Estimate (or total potential viewing audience). These percentages are known as Target Audience Rating Points (TARPs) (see the Glossary of terms and definitions for additional information).

In 2013, the three most popular children’s programs watched by the 0–4 age group were *Room on the Broom*, *Shaun the Sheep* and *Ben and Holly’s Little Kingdom*. Average audiences for these programs ranged from 129,000 to 134,000.

For the 5–12 age group, the top programs in 2013 were *Yogi Bear*, *Shaun the Sheep* and *The Beach Soccer Smackdown!*

For the 13–17 age group, the top three programs were *Yogi Bear*, *Casper’s First Christmas* and *Dance Academy S3*.

See Appendix B, tables 6 to 11, for the top 30 children’s programs watched by these three age groups in 2005 and 2013.

Program origins

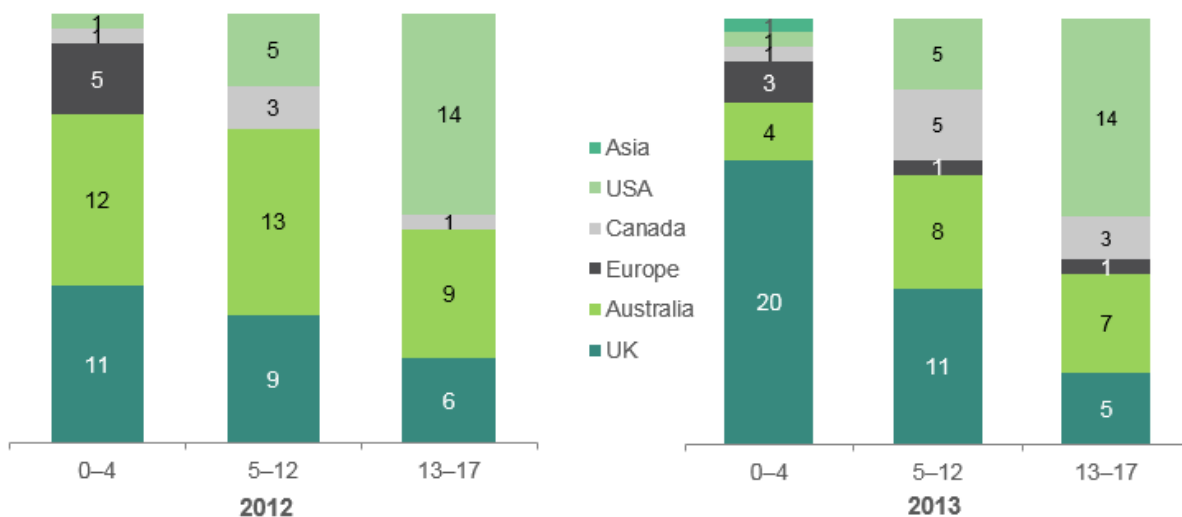
In 2013, the number of UK programs among the top 30 children’s programs watched by 0–14s increased to 21, up from 12 in 2012. There was a corresponding decrease in the number of Australian programs—from 12 in 2012 to three in 2013.

Many factors associated with the supply and scheduling of children’s programs are likely to influence the programs that are broadcast on Australian FTA television. These factors are not evident from the data reported here but they may include fluctuations in the number of programs produced in different markets and the length of program episodes (for example, higher numbers of short programs from the UK are broadcast on ABC2). Notwithstanding these factors, Figure 30 shows the changes that occurred between 2012 and 2013 in the country of origin of the top children’s programs, as experienced by the different age groups.

Australia was the main country of origin for the top 30 programs watched by children aged 0–4 in 2012, producing 12 out of the 30 programs. It was followed by the UK (11), Europe (five), and the US and Canada (one each). The top 30 programs watched by the 5–12 age group also originated mostly in Australia (13), followed by the UK (nine). However, there was a higher representation of North American programs (five from the US and three from Canada), while there were no European programs. The pattern is similar for the 13–17s, with more programs originating in the US and fewer programs from Australia and the UK.

Data from 2013 show that fewer Australian programs feature in the top 30 children’s programs for each age group, although the decrease is much more visible for programs watched by preschoolers (predominantly on ABC2). Programs originating in the UK represent two-thirds of the top 30 watched by 0–4s. The prominence of North American programs for older viewers is confirmed in 2013, with a slight increase in programs originating from Canada.

Figure 30 Number of children’s programs broadcast on FTA television by country of origin—for top 30 children’s programs, by age group, 2012 and 2013



Broadcasters of the most popular children’s programs

Between 2005 and 2013, significantly more of the most popular children’s programs were seen by children on the ABC than on commercial television channels. During the same period, there was also a general shift of all of the top 30 children’s programs for 0–14s from the main ABC channel to ABC2 and ABC3.

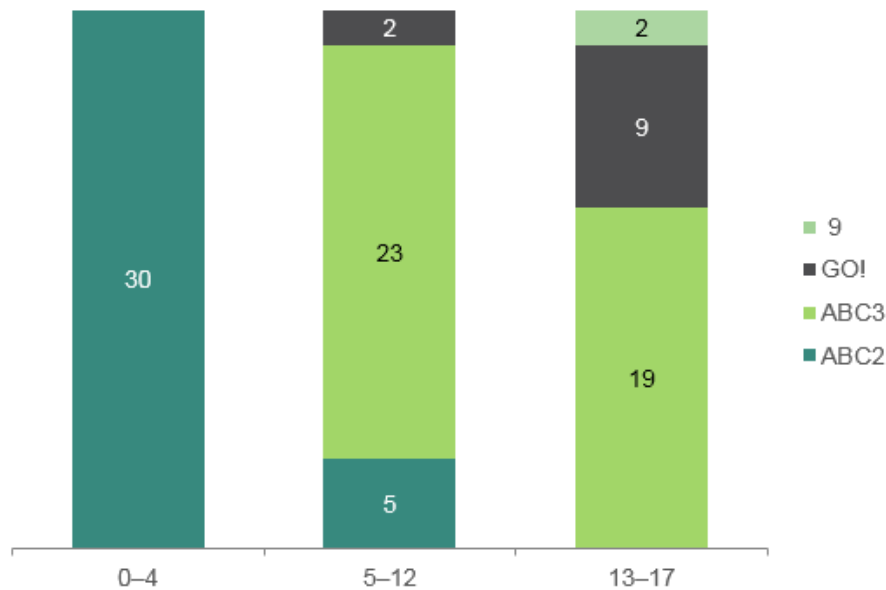
As mentioned earlier, in 2013 all but one of the 99 most popular children’s programs for 0–14s were broadcast on ABC2. This was similar to 2005, when three children’s programs on the top 100 list were broadcast by Channel Seven and the remainder were on the main ABC channel.

The 5–12 age group has seen a general shift in viewing to children’s programs shown on ABC3, which in 2013 represented 23 of the 30 most popular programs for this group. ABC2 provided five programs and two programs were shown on channel GO!

The 13–17 age group has completed the move from ABC2 to ABC3, with the majority of the top children’s programs in 2013 provided on ABC3 (19 of 30 programs). Of the remaining programs, nine were broadcast on channel GO! and two on Channel Nine.

This pattern is very similar to that observed in 2012.

Figure 31 Number of children’s programs watched on FTA television channels—for top 30 children’s programs, by age group, 2013



In 2013, the children’s program *Yogi Bear* was the only program broadcast on a commercial channel that appeared in the list of top 99 children’s programs. It was broadcast on GO! and ranked 48th, with an average 0–14 audience of 117,000. In 2005, the three children’s programs shown on commercial channels that appeared in the top 100 list were *Saturday Disney* (listed 74th with an average audience of 196,000), *Stanley* (75th with 196,000) and *Blinky Bill’s White Christmas* (97th with 185,000).⁴

Young people aged 13–17 years generally watched more children’s programs on commercial television than did the younger age groups. In 2005, 15 of the 100 most popular children’s programs were seen on commercial television. Those programs were broadcast mostly on Channel Seven (13 of 15) and attracted an average audience ranging from 17,000 to 31,000. In 2013, commercial television broadcast twice as many programs in the top 99 children’s programs for the 13–17 age group, with a total of 30 programs attracting an audience ranging from 6,000 to 25,000. All but three of these programs were broadcast on channel GO! and most were programs from the US. The exceptions were two Australian C drama programs, *Dennis and Gnasher* and *Flea Bitten*.

⁴ Many of the children’s programs shown on ABC2 and ABC3 are short in length (fewer than 30 minutes, with most being about 10 minutes). These shorter ABC children’s programs—along with the popularity of the ABC children’s channels as a destination for child viewers—may contribute to the high number of ABC programs that appear on the most popular programs list.

Children's C and P programs on commercial television

The objectives of the Children's Television Standards (CTS) are to ensure that children have access to a variety of quality television programs made specifically for them and to protect children from possible harmful effects of television. These objectives aim to be achieved through minimum quota requirements for children- (C) and preschool- (P) classified programs, including a sub-quota for Australian C drama. All C and P programs must be classified by the ACMA prior to broadcast on commercial FTA television.

The C classification indicates to parents and children that a program has been specifically produced for children of school age to 13 years and meets the quality criteria set out in the CTS. P-classified programs are intended specifically for children yet to start school (aged 0–4 years).

The CTS also identifies restrictions on advertising material during the broadcast of C programs, and the times when C and P programs can be broadcast on commercial FTA channels.

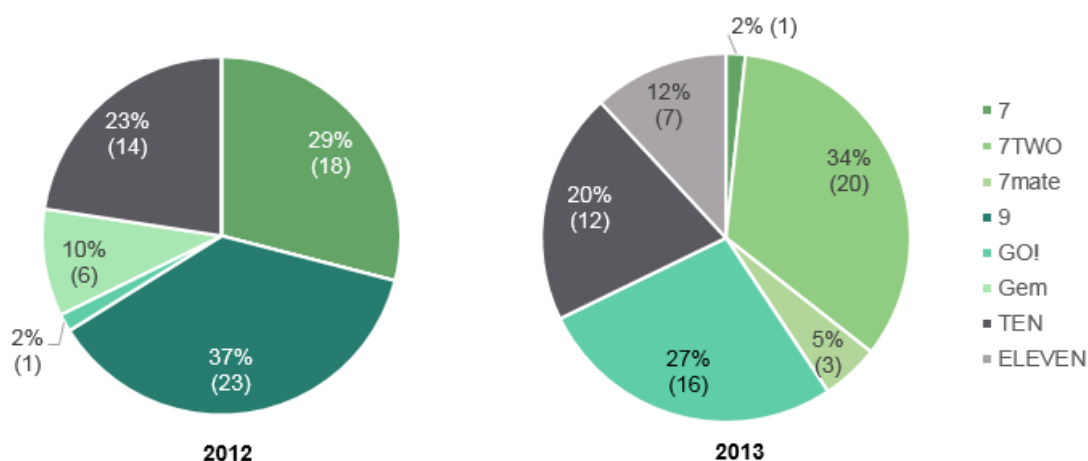
C and P programs move to multi-channels

Between 2012 and 2013, commercial broadcasters progressively moved C- and P-classified programs from their main commercial channels to their digital multi-channels. This followed changes to the *Broadcasting Services Act 1992* (the BSA), which allowed these programs to count towards a broadcaster's minimum 390 hours of C and P programs per year when broadcast on their digital multi-channel. There was no change to the number of hours of C and P programs required or to the times at which these programs can be broadcast.

The move is represented in Figure 32. Channel 9 began broadcasting a few episodes of C programs on multi-channels GO! and Gem in 2012. In 2013, all C and P programs from Channel 9 were aired on GO!, which had established a regular weekday schedule and a Saturday morning block of children's programs. The large majority of children's programs on Channel 7 had also shifted to 7TWO. The shift occurred later in the year for Channel Ten, with just under a quarter of programs broadcast on Eleven during this period.

In 2013, 34 per cent of all C- and P-classified programs were shown on 7TWO, 27 per cent on GO!, 20 per cent on Channel Ten and 12 per cent on Channel Eleven.

Figure 32 Total number of C and P programs shown on different commercial FTA channels watched by children 0–14, 2012 and 2013



Most watched C and P programs

Table 9 presents audience data for the 10 highest rating C programs for children aged 0–14 years on commercial television in 2013. All of these programs are C dramas and all but one were broadcast on GO!. The top three C programs in 2013 were *Wakkaville*, *Flea Bitten* and *Pixel Pinkie*. Each of these programs was broadcast on GO! in the Saturday morning program block.

The top 26 C and P programs in 2013 are listed at Appendix B, Table 12. More than half of these programs were broadcast on GO! (14 of 26 programs), the large majority of which were C drama programs broadcast on weekends and public holidays. Channel Eleven broadcast five of the top 26 C and P programs, followed by Channel Ten (six programs) and Channel Seven (one program).

Of the top 26 programs watched by children aged 0–14 years, three were P-classified programs—*Wurrawhy* (Channel Eleven), *Surprises* (GO!) and *Magical Tales* (GO!).

Table 9 Top 10 C programs watched by children 0–14 years on commercial television, 2013

Program	C drama or non-drama	Channel	Average audience	TARP %	% of audience aged 0–14	No. of episodes
1. Wakkaville (am)	C drama	GO!	30,000	1.0	61.2	6
2. Flea Bitten (am)	C drama	GO!	29,000	1.0	49.1	23
3. Pixel Pinkie (am)	C drama	GO!	29,000	1.0	54.6	14
4. Dennis & Gnasher (am)	C drama	GO!	28,000	1.0	54.3	13
5. Gasp (am)	C drama	GO!	26,000	0.9	51.2	1
6. A Gurl's World (am)	C drama	GO!	22,000	0.8	53.2	20
7. The Woodlies Movie	C drama	Seven	21,000	0.7	29.9	1
8. Dogstar (am)	C drama	GO!	20,000	0.7	50.1	4
9. Lockie Leonard (pm)	C drama	GO!	19,000	0.6	42.0	26
10. Santa's Apprentice (ev.)	C drama	GO!	13,000	0.4	25.1	1

Shading indicates that less than half of the total audience for these programs was aged 0–14 years. The remaining proportion of the total audience was aged 15 years and over. Program titles are counted once for this list (i.e., duplicate titles have been removed).

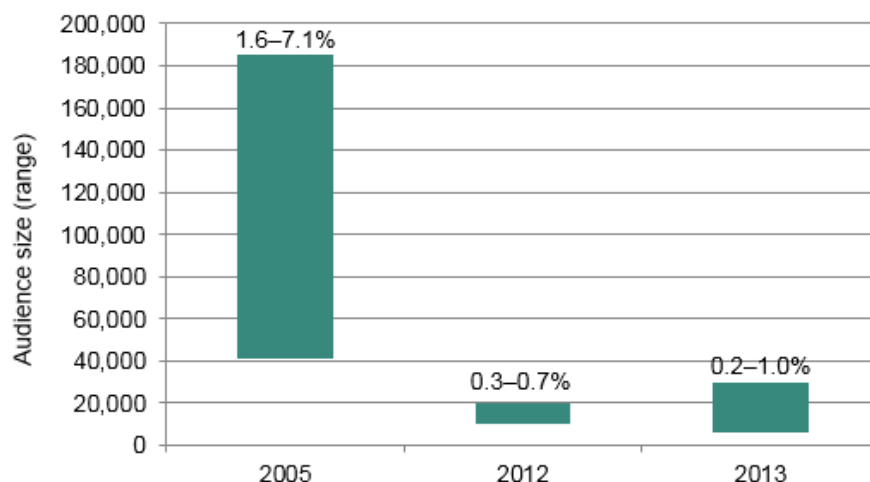
Average audiences

When audiences for the most watched C and P programs are compared between 2005 and 2012–13, the 0–14 audience appears to have dropped significantly. Figure 33 shows that a relatively high number of children aged 0–14 watched the most popular C drama programs in 2005. Child audience numbers for C and P programs were considerably lower in 2012 and showed some increase in 2013.

In 2005, the highest rating C program achieved an average 0–14 audience of 185,000 (7.1 per cent TARP). The 2005 audiences reflect the popularity of two C drama telemovies (*Blinky Bill's White Christmas*, 185,000 and *Hildegarde, A Duck Down Under*, 150,000) broadcast in that year. No children's telemovies were broadcast in 2012 or 2013. However, in 2005 the highest C drama (non-movie), *Flipper and Lopaka—the search for Neptune's Trident*, attracted an 0–14 audience of 84,000. In 2012, the highest rating C program attracted an average audience of 20,000 (0.7 per cent TARP) and in 2013 it was 30,000 (one per cent TARP).

The highest average child audiences for C and P programs in 2013 were significantly less than for 'children's programs' (as examined in the previous chapter). Average audiences for the top 30 'children's programs' ranged from 133,000 to 196,000 for the 0–14 age group and, as shown in Table 8, these programs were all broadcast on ABC2.

Figure 33 Summary of viewing trends for highest rating C and P programs on commercial television for children aged 0–14, 2005–13



Percentages indicate the size of the average viewing audience as a proportion of the Universe Estimate (or total potential viewing audience). These percentages are known as Target Audience Rating Points (TARPs) (see the Glossary of terms and definitions for additional information).

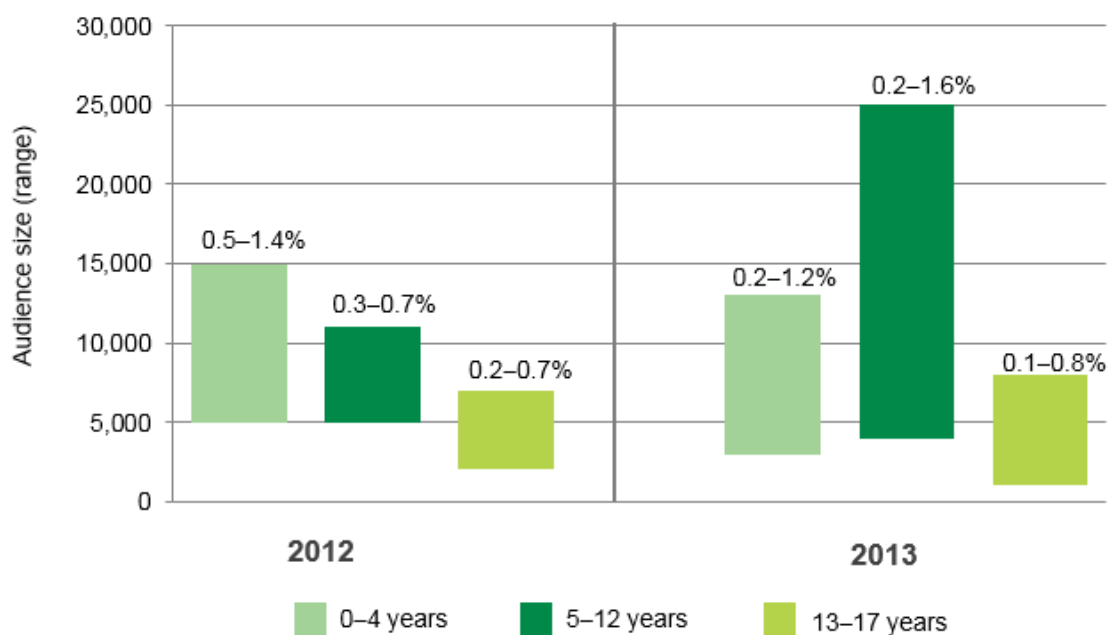
See Appendix B, Table 12, for a list of the most popular C and P programs watched by 0–14s in 2013, and Appendix B, Table 13, for the most popular C and P programs watched in 2005.

Age differences

Figure 34 compares audiences of different ages for top 10 C or P programs for 2012 and 2013. It indicates that most of the audience increase in this period was in the 5–12 age group, driven in the main by higher audiences for C dramas broadcast on GO!

However, compared with 2005, audiences for the top rating C programs in the 5–12 age group have more than halved over the eight years. Average audiences aged 0–4 for P-classified programs have dropped by about a third.

Figure 34 Summary of viewing trends for highest rating C and P programs on commercial television by age group, 2012 and 2013

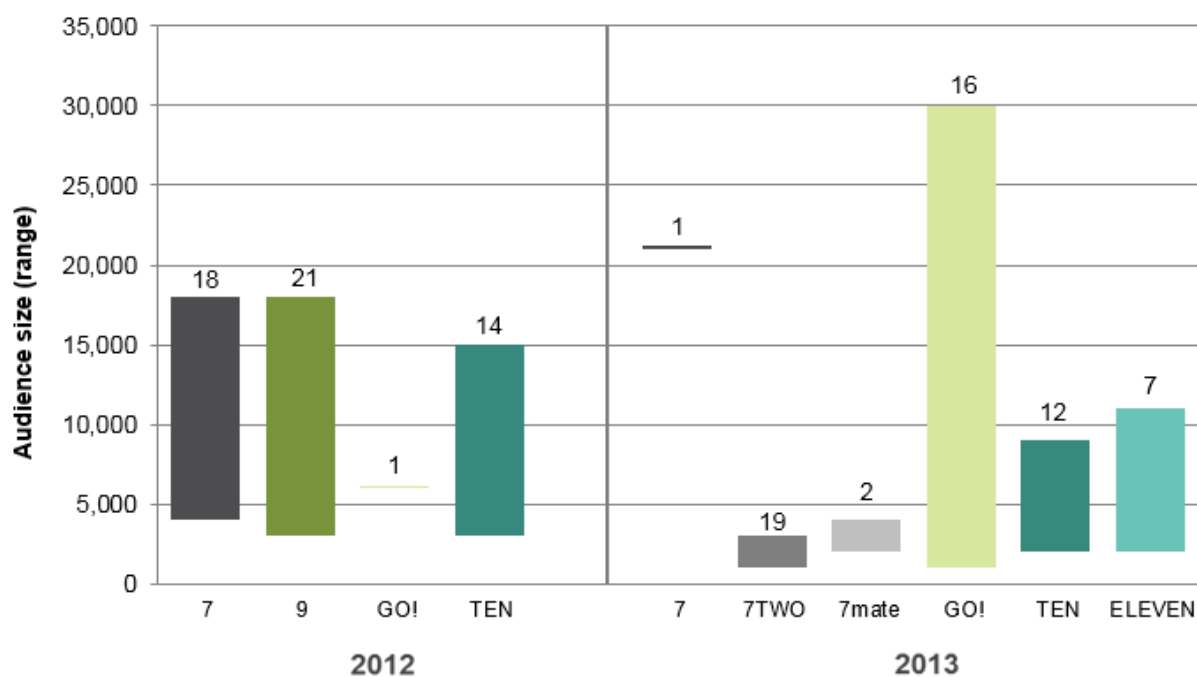


Refer to notes under Figure 33.

Audience size by channel

Figure 35 illustrates the extent to which C and P programs broadcast on GO! attracted larger audiences than the programs broadcast on the other commercial channels in 2013. They were also on average larger audiences when compared with Nine’s primary channel in 2012. In contrast, audiences for C and P programs on channels 7TWO, 7mate and Eleven in 2013 were smaller than the average audiences achieved on their respective primary channels in the previous year.

Figure 35 Average audience size for all C and P programs watched by children 0–14, by channel, 2012 and 2013



Numbers at the top of columns identify the total number of C and P programs broadcast on each channel.

Highest rating C and P programs by age group

Two P-classified programs were in the top 24 programs watched by children aged 0–4 in 2013—*Wurrawhy*, broadcast on Ten and Eleven (with an average 4,000 young viewers), and *Surprises*, broadcast on GO! (3,000 viewers).

The Woodlies Movie (C drama) attained the highest average 0–4 audience at 13,000 (1.2 per cent TARP). Otherwise, the majority of programs attracted an audience below 5,000. With the exception of *The Woodlies Movie*, the highest rating C and P programs reached fewer than one per cent of the potential 0–4 audience.

For children aged 5–12, the highest average audience was 25,000 (1.6 per cent TARP). There is a clear preference for C drama programs among this age group, with the top programs being *Wakkaville*, *Flea Bitten* and *Dennis & Gnasher*. The last two were also the highest rating C programs for the 13–17 age group.

See Appendix B, tables 14–20, for lists of the most popular C and P programs watched by the 0–4, 5–12 and 13–17 age groups in 2012 and 2013.

P programs

A total of 11 children’s programs classified P were broadcast on commercial television in 2013. The most popular P program, *Wurrawhy*, attracted an average audience of 6,000 children aged 0–14 years (and an average of 4,000 for the 0–4 audience, or 0.4 per cent of the potential preschool audience). This compares with 10–13 per cent of the potential audience achieved by the top ‘children’s programs’ among 0–4s and broadcast on ABC2. See Appendix B, tables 21 and 22, for lists of all P-classified programs watched by preschool children in 2012 and 2013.

Case studies

The three case studies below illustrate some of the factors that may have impacted on child audience numbers when P and C children’s programs were moved from the main commercial television channels to digital multi-channels in 2013.

Case study one—*All for Kids* (P non-drama program)

All for Kids is a popular Australian children’s television series that was first aired in 2008 on Channel 7. Based on the success of previous shows *Cooking for Kids* and *Gardening for Kids*, *All for Kids* is described as a ‘preschool TV show made for kids, by kids’. It features four child presenters and two child hosts, all aged between six and 10.

The 40-part series one quickly ranked among the most popular children’s programs in Australia and was broadcast internationally (broadcasters Channel 7 and Nick Jr).

The 40-part series two was broadcast on Channel 7 from January 2011.

The ACMA classified *All for Kids* as a P program in 2008 (series one) and in 2009 (series two).

In 2012, Channel 7 broadcast a total of 55 episodes of *All for Kids* (series one and two). These were repeat episodes and were initially scheduled at 9 am during January (eight episodes) before being moved to the weekday afternoon timeslot of 3.30 pm (47 episodes). The show averaged a 0–14 audience of 9,000 for 25 episodes and 13,000 for the remaining 30 episodes over the year in 2012.

In 2013, *All for Kids* (series two—third run) was broadcast on Channel 7TWO on weekdays at 8 am, averaging a 0–14 audience of 2,000 over 40 repeat episodes. This represents a substantial drop in both the target 0–4 year audience and the older 5–12 child audience (Table 10). Following the change in channel and scheduling (from mainly weekday afternoons in 2012 to weekday mornings in 2013), the 0–4 audience dropped from an average 7,000 to 1,000 viewers, despite a greater availability of the 0–4 audience on weekday mornings. The repetition of these programs in 2013 might also have contributed to the audience decline. In 2013, one per cent of the available 0–4 year audience watched *All for Kids* compared to an average of 10 per cent watching ABC2 on weekday mornings.

There was an accompanying decline in the average size of the older audience (aged 15 years and over) from 71,000 in 2012 to 4,000 in 2013, which may also have influenced children’s viewing.

Table 10 Average audience size for *All for Kids*—repeats (channels 7 and 7TWO) by age group, 2012 and 2013

Year of broadcast and channel	No. of episodes	Total audience	Child audience by age				Proportion of viewers by age group	
			0–4	5–12	13–17	0–14	0–14	15+
2012 (7)	25	54,000	5,000	4,000	1,000	9,000	18%	82%
	30	71,000	7,000	6,000	3,000	13,000	17%	83%
2013 (7TWO)	40	4,000	1,000	1,000	<1,000	2,000	45%	55%

Case study two—*Flea Bitten* (C drama program)

Flea Bitten is a 52-episode animated comedy series released in September 2012. The series about the unlikely friendship between a dog and his flea is targeted at the 6–9 age group and is classified as a C drama program.

The move to the multi-channel saw an increase in children viewing this program.

In 2012, six episodes were first aired on Channel 9 on Saturdays between 1 pm and 2.30 pm (with a repeat of the first episode on Christmas day at 9 am). It averaged a 5–12 audience of 4,000.

In 2013, *Flea Bitten* shifted from the main to the multi-channel, with a total of 35 episodes broadcast on GO! Similar to 2012, the program was scheduled on Saturdays, but at an earlier time of 11–11.30 am. The program was part of the Saturday morning kids' block of programs, where C drama tended to be broadcast ahead of, and following, other children's programs, including some rated PG. For example, with reference to television guides in Sydney, throughout May 2013 GO!'s Saturday morning schedule included seven hours of programs from *Thunderbirds* (G) and *Kids WB Saturday* (PG) to *Ben 10: Omniverse* (PG), *Flea Bitten* and *A Gurl's World* (C).

The average 5–12 audience for *Flea Bitten* in 2013 was 21,000 for 23 episodes and 18,000 for 11 episodes. This represents a substantial increase in audience numbers compared to 2012. In 2013, there were also slightly higher audiences in both the 0–4 and 13–17 age groups (Table 11).

There was an accompanying increase in the average size of the older audience (aged 15 years and over) from 24,000 in 2012 to 61,000 in 2013, which may also have influenced children's viewing.

Table 11 Average audience size for *Flea Bitten* (channels 9 and GO!) by age group, 2012 and 2013

Year of broadcast and channel	No. of episodes	Total audience	Child audience by age			Proportion viewers by age group		
			0–4	5–12	13–17	0–14	15+	
2012 (9)	6	24,000	2,000	4,000	2,000	7,000	27%	73%
2013 (GO!)	23	61,000	6,000	21,000	6,000	29,000	49%	51%
	11	46,000	3,000	18,000	7,000	26,000	57%	43%

Case study three—*Mako: Island of Secrets* (Australian C drama program)

Following the success of *H2O: Just Add Water*, *Mako: Island of Secrets* (also known as *Mako Mermaids*) is a drama focusing on three young members of a mermaid pod who live in the waters of Mako Island. Series one completed production of 26 episodes in 2013. Series two (a further 26 episodes) is currently in production and due for completion in 2015. The ACMA has classified both series C drama, with a target audience of children ranging from 7 to 13 years.

In 2013, Ten broadcast 15 first-release episodes of *Mako: Island of Secrets* on its main channel (Ten). At the time, it was the only broadcaster to provide C programming on the main channel before switching to the digital multi-channel (Eleven) in November 2013. Nine episodes of *Mako* were broadcast on Channel Eleven.

The 15 episodes on Ten were broadcast on Fridays at 4 pm. The episodes on Eleven were broadcast at 8 am on Friday (six episodes), before being moved to 11 am on Sunday (three episodes). The audience composition for the program on Ten and Eleven, respectively, is shown below (Table 12) and indicates a drop in the average number of 0–14 viewers from 9,000 to 6,000, and a more consistent average of 4,000 viewers aged 5–12 on both Ten and Eleven.

Television guides published for the Sydney market indicate that, when scheduled on Ten’s primary channel, *Mako* was preceded by a combination of *Everyday Gourmet with Justine Schofield* and *Huey’s Kitchen*, and followed by *The Bold and the Beautiful*. These adult programs probably contributed to the relatively large adult *Mako* audience at 4 pm on Fridays on Ten (143,000 viewers aged 15 years and over, which comprised 93 per cent of the total audience).

When moved to Friday mornings on Eleven in November 2013, *Mako* was preceded by two hours of children’s programming (*Toasted TV*), and followed by *Toasted Junior* and *Wurrawhy* (P-classified). Later, when moved to Sundays on Eleven, the program was preceded by a combination of *7th Heaven* and *Teenage Mutant Ninja Turtles*, and followed by *Frasier* and *The Brandy Bunch*. Despite being scheduled with other children’s and family programs, the decline of the 0–14 audience for *Mako* on the multi-channel might be partly due to scheduling changes on Eleven from Friday to Sunday.

There was a dramatic decline in the average size of the older audience aged 15 years and over, from 143,000 when *Mako* was shown on the main channel to 25,000 when shown on the multi-channels.

Table 12 Average audience size for *Mako: Island of Secrets* (channels Ten and Eleven), by age group, 2013

Year of broadcast and channel	No. of episodes	Total audience	Child audience by age				Proportion viewers by age group	
			0–4	5–12	13–17	0–14	0–14	15+
2013								
Ten	15	143,000	5,000	4,000	4,000	9,000	7%	93%
Eleven	9	25,000	2,000	4,000	1,000	6,000	26%	74%

Analysis of case studies

These cases studies identify a number of factors that might affect the popularity of a particular C- or P-classified program:

- > whether it is broadcast on a main or multi-channel
- > the availability of an audience at the time a program is broadcast
- > consistency of scheduling
- > the content of surrounding programs
- > whether programs are repeats
- > the attractiveness of programs shown at the same time on other channels
- > the level of adult viewing in households with children.

While the case studies are not definitive, they do indicate that moving a program from a main channel to a multi-channel does not necessarily result in a decrease in the target audience. However, they do indicate different influences on child audiences for different programs.

Case study one showed a substantial drop in the target audience when this program moved from the main channel to a multi-channel and changed timeslots from weekday afternoons to mornings (when the target audience is more available). The broadcast of repeats may have contributed to the decline, along with the appeal of programs on ABC2 shown at the same time (and that are surrounded by other children's programs). Lower viewing by people aged 15 years and over may also have influenced the reduced size of the child audience.

Case study two showed a substantial increase in the target audience when the program was moved from a main channel to a multi-channel, in a similar timeslot and accompanied by other child-targeted programming. The increased child audience for this program may be because all 35 first-release episodes were shown at a consistent time that allowed viewers to become familiar with its scheduling. The program also involved an increase in viewers aged 15 years and over.

Case study three showed a decrease in the child audience and a similarly sized target audience when the program was moved from a main channel to a multi-channel. Despite being shown with other children's programs, this program was shown in two different timeslots over nine episodes that may not have promoted familiarity with its scheduling. This program also involved a dramatic decline in adult viewing.

Subscription television

In the first quarter of 2013, STV penetration was 29 per cent of Australian households and 33 per cent of people, while total household television ownership was 96 per cent.⁵ In 2013, OzTAM audience data indicates that 31 per cent of children live in television households with STV.

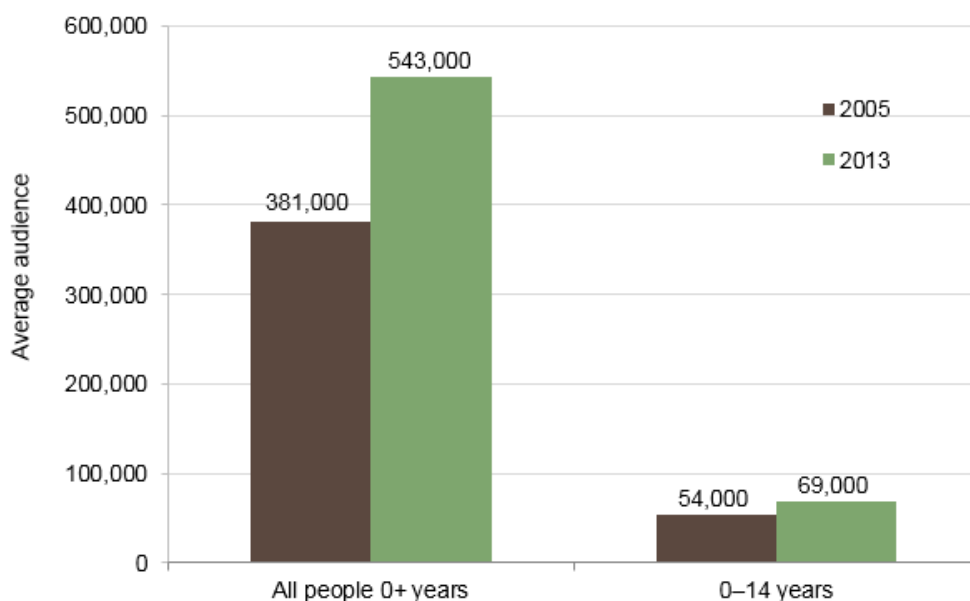
This chapter gives an overview of average audience numbers and time spent viewing STV as they relate to children, and as they compare with FTA, commercial and ABC television services.

Audience size

As reported for FTA television, annual audience averages for STV are presented in this chapter. These annual averages provide low audience estimates for STV because they are calculated across an entire year, for all programs and across all television households. Later in this chapter, average audiences are also provided by day-part and for individual programs that describe higher audience numbers. As previously stated, these annual averages are useful when comparing television data across different platforms and between different years.

Figure 36 shows an increase in the overall average audience aged 0+ years of STV between 2005 and 2013, from 381,000 to 543,000 people. The increase was smaller for children aged 0–14 years, from 54,000 to 69,000.

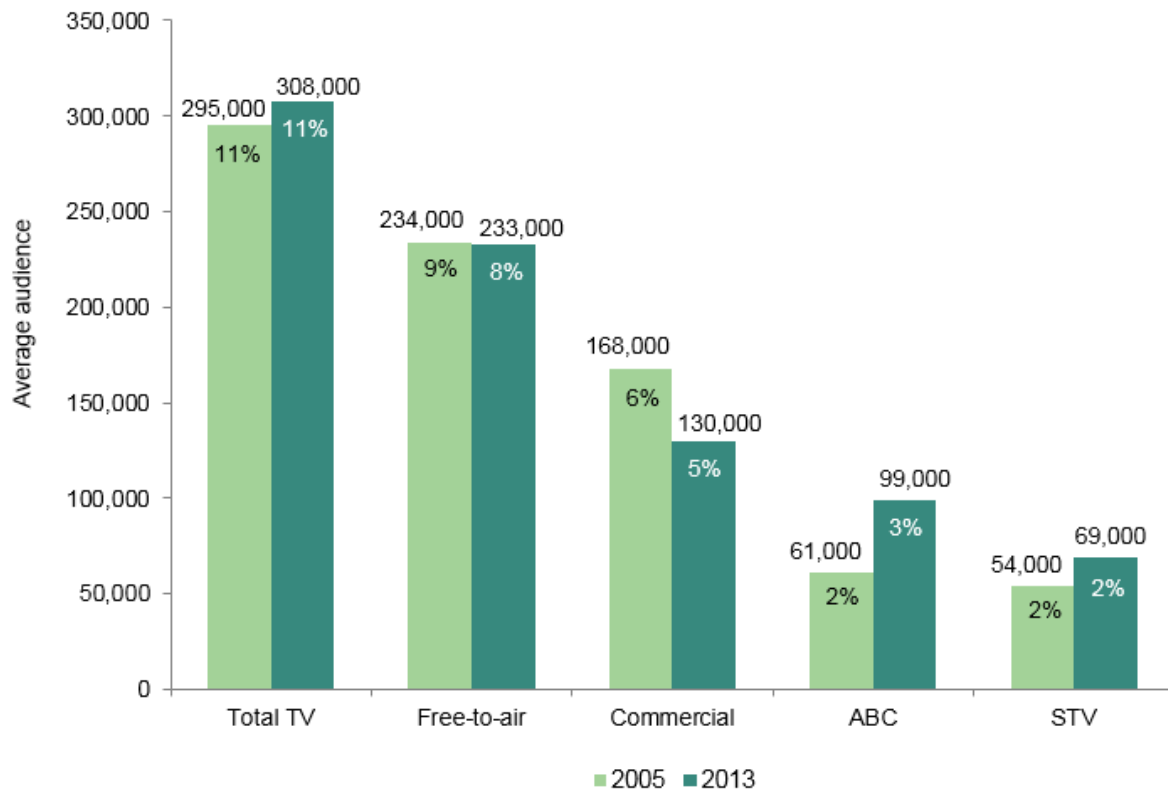
Figure 36 Average daily STV audiences in five metropolitan cities, by age group, 2005 and 2013



STV has a relatively small audience compared to FTA television when averaged across all television households. The average annual 0–14 audience of STV has remained relatively small in comparison with FTA and commercial television between 2005 and 2013 (Figure 37).

⁵ OzTAM Establishment Survey cited in ASTRA Subscription Television Australia factsheet.

Figure 37 Average daily audiences aged 0–14 years across television platforms, 2005 and 2013

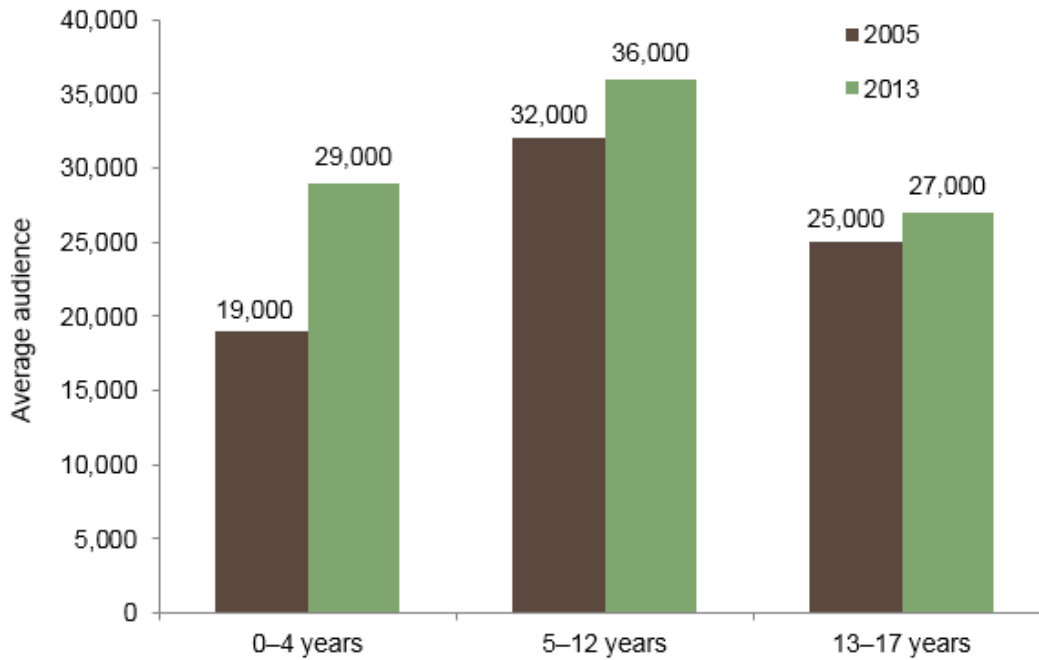


Percentages indicate the size of the average viewing audience as a proportion of the Universe Estimate (or total potential viewing audience). These percentages are known as Target Audience Rating Points (TARPs) (see the Glossary of terms and definitions for additional information).

Figure 38 shows the rise of STV occurring across each child age group between 2005 and 2013, but especially among the younger 0–4 group. Comparable figures for FTA television identified a small increase in the 0–4 audience and declines in the 5–12 and 13–17 age groups (see Figure 6).

Destinations for children’s television changed between 2005 and 2013. In the broadcast television environment, average viewing by children of STV and the ABC network increased but commercial FTA television viewing decreased.

Figure 38 Average daily STV child audiences, by age group, 2005–13

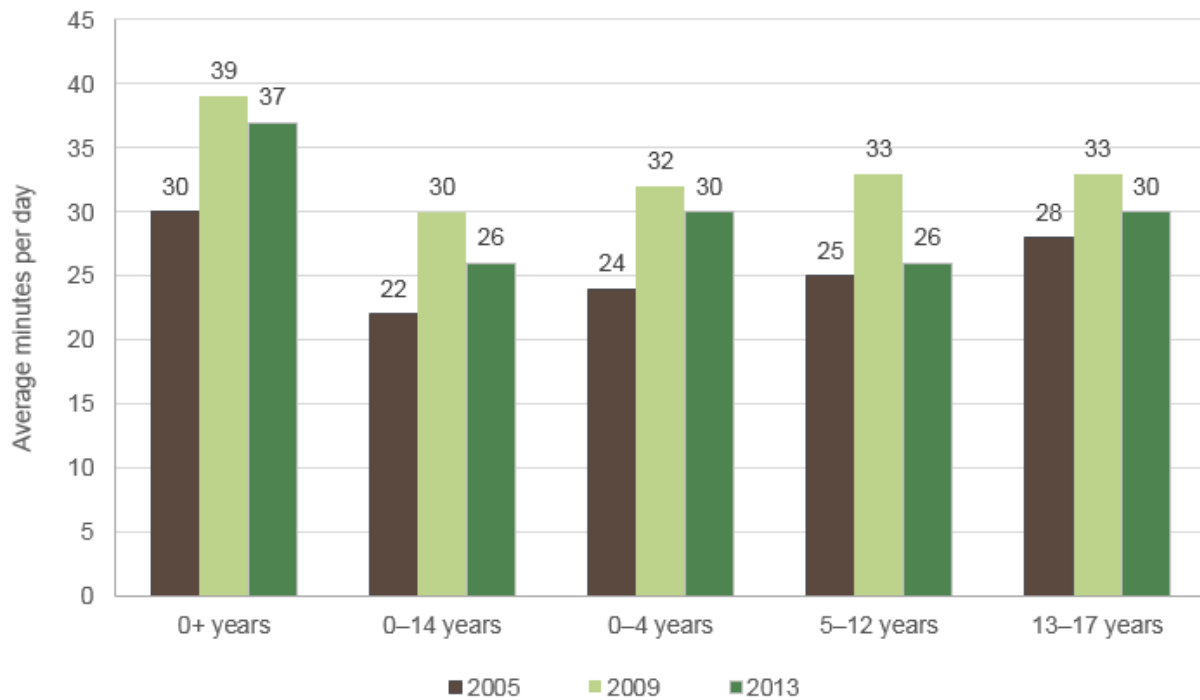


Time spent viewing

When averaged across all television households, children aged 0–14 years watched an average 22 minutes of STV per day in 2005. This increased to 30 minutes in 2009 and dropped to 26 minutes in 2013. This pattern is apparent for each of the age groups shown in Figure 39.

Table 2 provides comparative data for subscription and FTA television. It shows children aged 0–14 watched more FTA television (an average of 86 minutes per day in 2013) than STV (26 minutes). Generally, the amount of time spent viewing FTA television has declined in the 0–4, 5–12 and 13–17 age groups since 2005, with greater declines for each older age group. During the same period, STV viewing rose in the 0–4 age group, and remained about the same for 5–12s and 13–17s.

Figure 39 Average time spent viewing (ATV) subscription television, by age group, 2005–13



Time spent viewing STV is averaged across all television households including homes without STV.

Average time spent viewing by viewers aged 0–14 in STV households is higher at one hour and 22 minutes per day in 2013.

Daily viewing patterns

In 2013, weekday children’s viewing of STV peaked in the mornings between 7 am and 9 am, with a higher peak in the early evening between 5 pm and 7.30pm. This is generally similar to the two peaks identified for FTA television, except the evening peak for FTA television starts slightly later at 6 pm.

Viewing of STV on weekdays also shows a shallower trough in the middle of the day between about 9 am and 4 pm, compared to FTA television (Figure 40).

On weekends, the first morning peak is higher and closer in size to the afternoon peak, although it occurs later in the day than weekdays (between 9 am and 10 am)—as might be expected on non-school days. Weekend audience numbers are also higher between 8 am and 8 pm than on weekdays (Figure 41).

Both weekday and weekend viewing patterns reflect generally smaller child audiences in 2013 compared to 2012, but they are still higher than in 2005.

Figure 40 Average hourly child audience 0–14 years watching STV on weekdays, 2005–13

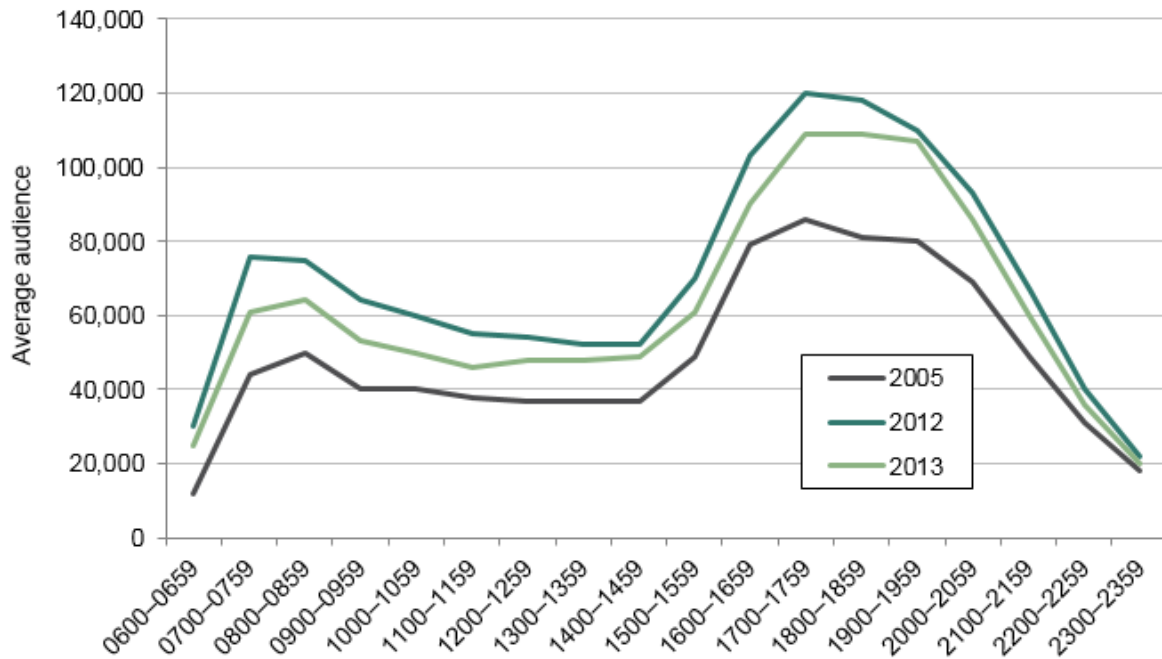
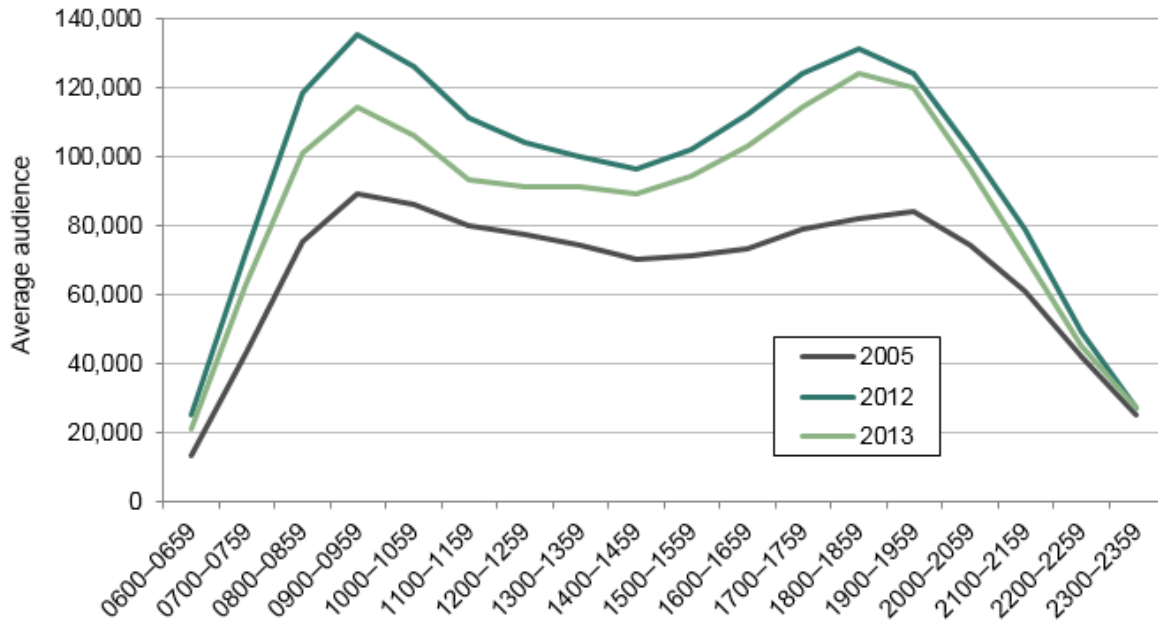


Figure 41 Average hourly child audience 0–14 years watching STV on weekends, 2005–13



In 2013, day-part viewing for children aged 0–4 shows similar trends to those aged 0–14. An exception is the weekend evening peak between 6 pm and 8 pm, when 0–4 viewing remained higher at 2012 levels, with an average audience of 50,000 (Figure 42).

Figure 42 Average hourly child audience 0–4 years watching STV on weekdays, 2005–13

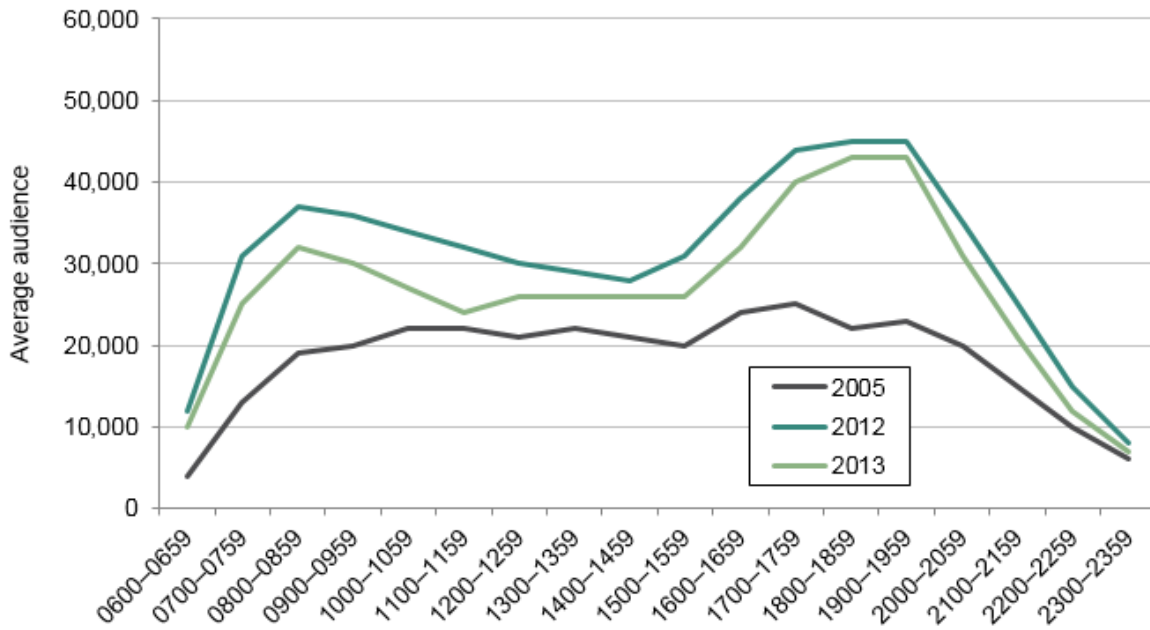
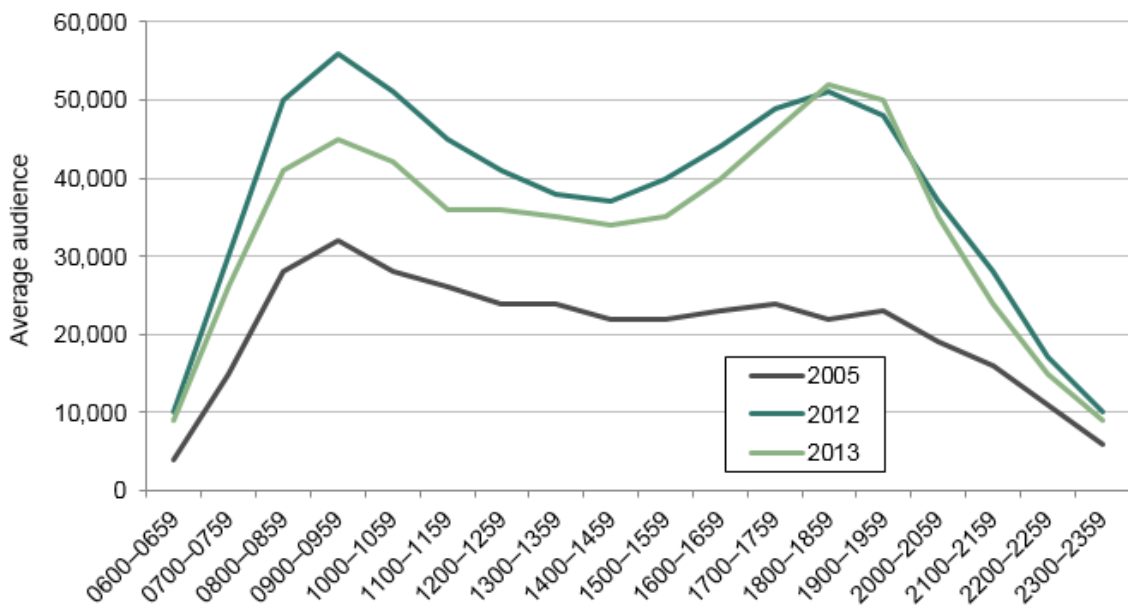


Figure 43 Average hourly child audience 0–4 years watching STV on weekends, 2005–13



Most popular children’s programs on STV

During 2013, 14 of the top 30 programs children aged 0–14 watched on STV were shown on the children’s channels. The top three programs were *Teen Beach Movie* (sing-along), *Teen Beach Movie* (dance-along) and *Treasure Planet* (also a movie)—each shown on the Disney Channel. Just over half of the top 30 programs were live sports events.

Sixteen of the top 30 programs watched by children aged 0–4 and 18 of the top programs watched by the 5–12 age group were broadcast on children’s channels. The remaining program types that appeared on these top 30 lists were live sports events. All of the top 30 programs watched by those aged 13–17 in 2013 were live sports events.

Disney Channel and Disney Junior were the two main STV channels watched by children aged 13 years and under. Looking just at the top 30 programs shown on the children’s channels, Disney Junior was most appealing to younger children aged 0–4 while Disney Channel was more popular with 5–12s (Table 13).

Table 13 Number of programs watched on STV children’s channels, by child age group—for top 30 programs, 2012 and 2013

Children’s channels	2012				2013			
	0–14	0–4	5–12	13–17	0–14	0–4	5–12	13–17
Cartoon Network	3	1	4	0	0	0	0	0
Disney Channel	15	4	20	21	15	1	28	23
Disney Junior	8	21	0	0	13	24	0	0
Nickelodeon	4	1	6	9	2	0	2	7
Nick Jr.	0	3	0	0	0	5	0	0
TOTAL	30	30	30	30	30	30	30	30

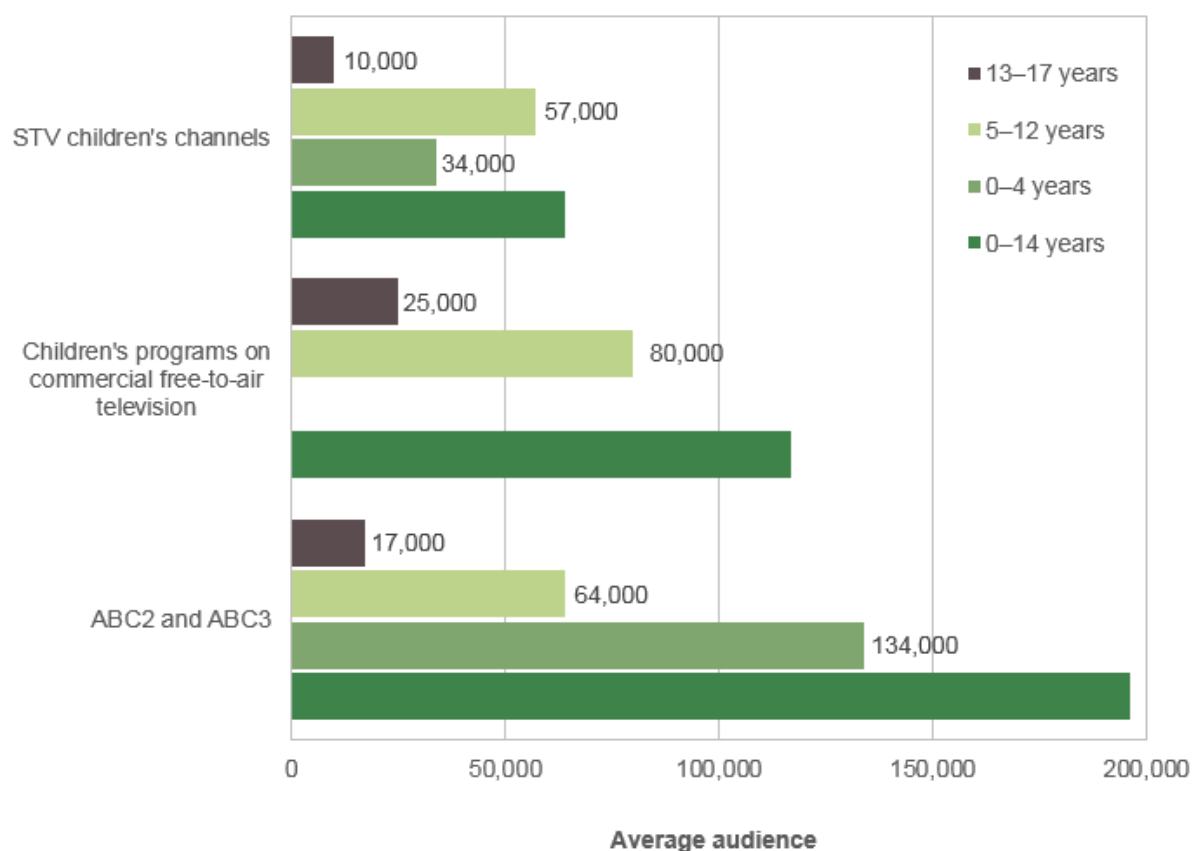
The average 0–14 audience for the top 30 programs broadcast on STV children’s channels was stable between 2012 and 2013, with the top-ranked program each year attracting an average audience of 64,000 children. The bulk of the child audience who watched these STV channels were aged 5–12, with an average audience of 58,000 in 2012 and 57,000 in 2013. The average audience aged 0–4 increased from 29,000 in 2012 to 34,000 in 2013, while the 13–17 audience for the top program declined from 18,000 to 10,000.

Figure 44 compares the highest average audience numbers for the most popular children’s programs across different television platforms in 2013. In general, the most popular programs on STV children’s channels attracted smaller average audiences in the 0–14 age group than both the commercial FTA and ABC channels.

ABC4 Kids programs on ABC2 and ABC3 attracted more viewers in the 0–14 age group (averaging 196,000 children watching the most popular children’s program). ABC channels also attracted substantially more children aged 0–4 for its most popular programs than the other two television platforms.

The most popular children’s programs on commercial FTA television channels attracted more viewers in the 5–12 (averaging 80,000) and the 13–17 (25,000) age groups than either the ABC or STV children’s channels.

Figure 44 Highest average child audiences for children’s programs across television platforms, by age group, 2013



Note: Only data for the top 100 children’s programs on FTA television were obtained by the ACMA in the 0–4 year age group. As no children’s programs on commercial FTA television appeared on this list, we do not know the average audience size for the most popular program. However, from data that was obtained, the average audience was fewer than 73,000.

As for commercial FTA television, movies were also a popular program category for children in the 0–4 and 5–12 age groups. Appendix B, tables 23 and 24, show that movies dominate the most popular programs that were broadcast on STV children’s channels in 2013.

STV was a significant component of the broadcast television landscape in Australia in 2013. Its penetration into approximately one-third of Australian households reflects the average number of children who watch STV and the average time that children overall spend watching it. Many children, however, can only access FTA television in their homes, and viewing data suggest they are mainly drawn to the ABC multi-channels and, to a lesser degree, children’s programs on the commercial channels.

Appendix A— Further information about the OzTAM sample

The sample OzTAM uses to determine the ratings for Australian television has been selected to represent the population within each mainland capital city. A series of variables have been used to characterise the sample, including postcode, household size, number of television sets, age, presence of children and TV station reception.

Viewing households are recruited to the OzTAM study through an establishment survey that defines the population to be represented and its characteristics. The survey is conducted to a high standard via both landline and mobile telephone interviews throughout the year. In managing the recruitment process and monitoring turnover, the panel is designed to be an accurate representation of the Australian population.

The metropolitan panel comprises 3,500 homes (Sydney 950, Melbourne 900, Brisbane 650, Adelaide 500 and Perth 500), and the National Subscription TV panel comprises 1,400 subscription television homes that are drawn from both the metropolitan and regional panels (the regional panel is managed separately by Regional TAM).

Table A1 provides an example of how 2013 OzTAM data on potential audiences (Universe Estimates) relate to average audiences and TARPs (see *Glossary of terms and definitions* on page 6). The actual study sample for different age groups is also provided.

The table shows that children aged 5–12 have the highest average audience numbers at 199,000 people, followed by 0–4s (134,000) and 13–17s (130,000). However, the viewers in each of these age groups reach an average maximum 13 per cent of their respective potential audiences in the five metropolitan cities.

In 2013, the average child audience made up a smaller proportion of its potential audience (12.6 per cent) than for all people aged 0+ (20.7 per cent).

Table A1: Summary of average audience sizes for most popular TV program on FTA television, by age group, 2013

(with potential audience estimates and actual size of OzTAM sample)

Age group	Potential audience (Universe Estimate)	Average audience for the most popular TV program or episode	Average audience for the most popular TV program or episode as a proportion of the potential audience (TARP) %	OzTAM sample
0–14 years	2,923,668	368,000	12.6	1,505
0–4 years	1,036,718	134,000	12.9	496
5–12 years	1,500,354	199,000	13.3	804
13–17 years	981,472	130,000	13.2	520
All people 0+ years	15,797,192	3,270,000	20.7	8,479

Data provided by OzTAM Pty Limited.

Appendix B— Additional figures and tables

Table B1 Average time spent viewing (ATS) FTA, subscription and all television per day, by age group, 2001–13

	Average minutes (hours:mins) per day by age				
	0–14	0–4	5–12	13–17	All people 0+
2013					
FTA TV	149 (2:29)	172 (2:52)	131 (2:11)	130 (2:10)	196 (3:16)
STV	147 (2:27)	157 (2:37)	137 (2:17)	139 (2:19)	166 (2:46)
Total TV (incl. STV)	177 (2:57)	199 (3:19)	158 (2:38)	168 (2:48)	237 (3:57)
2009					
FTA TV	143 (2:23)	156 (2:36)	135 (2:15)	131 (2:11)	194 (3:14)
STV	180 (3:00)	192 (3:12)	172 (2:52)	166 (2:46)	199 (3:19)
Total TV (incl. STV)	179 (2:59)	190 (3:10)	170 (2:50)	175 (2:55)	241 (4:01)
2005					
FTA TV	152 (2:32)	166 (2:46)	138 (2:18)	151 (2:31)	199 (3:19)
STV	165 (2:45)	173 (2:53)	154 (2:34)	155 (2:35)	181 (3:01)
Total TV (incl. STV)	179 (2:59)	191 (3:11)	162 (2:42)	182 (3:02)	234 (3:54)
2001					
FTA TV	170 (2:50)	192 (3:12)	151 (2:31)	164 (2:44)	208 (3:28)
Total TV (incl. STV)	198 (3:18)	222 (3:42)	172 (2:52)	194 (3:14)	234 (3:54)

2009 and 2013 data includes FTA multi-channels (not reported prior to 2008). 2013 data is consolidated (whereas only Live viewing was reported prior to 2010).

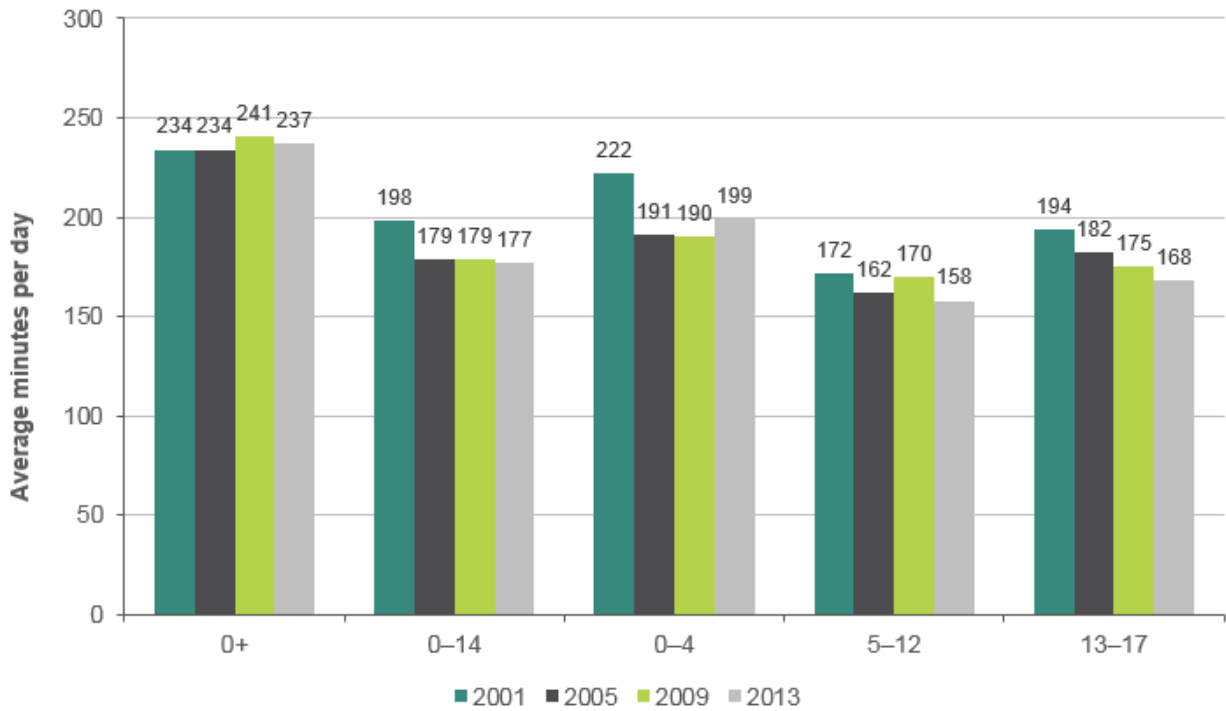
STV data were not reported in 2001 by OzTAM.

Time spent viewing data is averaged for each year for viewers of the services identified.

The average time spent (ATS) estimates the number of hours or minutes of a program or time band seen by people in the target market who have watched at least one minute of that program or time band.

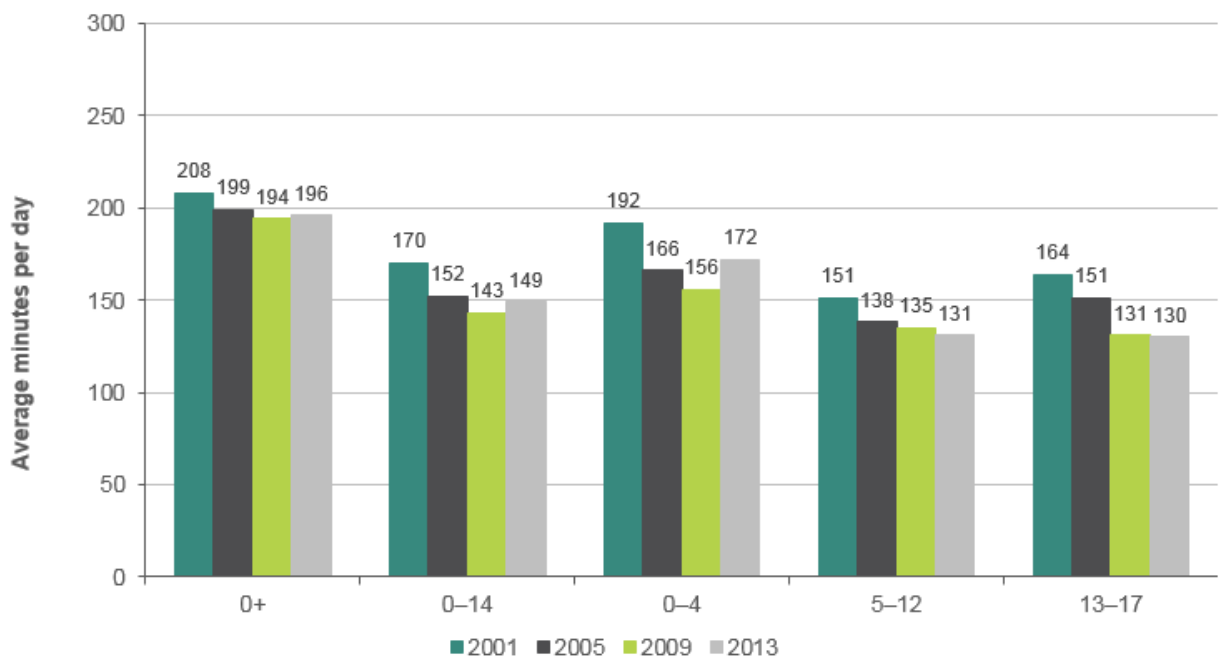
- > The average amount of time spent viewing for all people aged 0+ years remained stable between 2001 and 2013 at an average of approximately four hours a day.
- > Children aged 0–14 spent an average of three hours and 18 minutes watching television in 2001. This decreased in 2005, and remained stable between 2005 and 2013 at around three hours a day.
- > The average time spent watching FTA television decreased between 2001 and 2009 across all age groups, and then increased in 2013. This was largely driven by younger children aged 0–4, as this group increased from two hours and 36 minutes in 2009 to two hours and 52 minutes in 2013.
- > There was an increase in the average time spent viewing STV across all age groups between 2005 and 2009, followed by a decrease between 2009 and 2013.

Figure B1 Average time spent viewing (ATS) all television, by age group, 2001–13



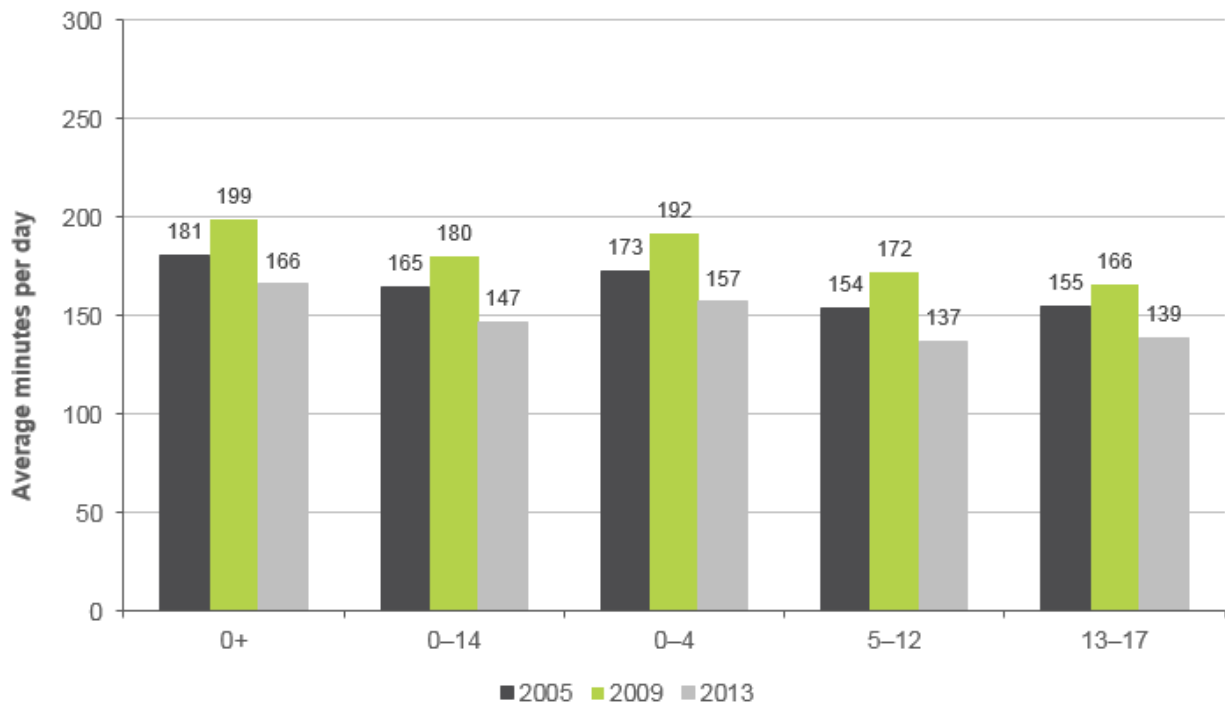
Refer to notes under Table B1.

Figure B2 Average time spent viewing (ATS) FTA television, by age group, 2001–13



Refer to notes under Table B1.

Figure B3 Average time spent viewing (ATS) subscription television, by age group, 2001–13



Refer to notes under Table B1.

Table B2 Top 30 programs watched by children 0–14 years on FTA television, 2001

Rank	Program	Program category [#]	Channel	Origin	Average audience	% TARP	No. of episodes
1	*Big Brother—Finale	Reality	TEN	Australia	502,000	19.7	1
2	The Rugrats Movie	Movie	TEN	USA	487,000	19.1	1
3	Willy Wonka and the Chocolate Factory	Movie	9	UK	441,000	17.3	1
4	Jack and the Beanstalk: The Real Story part 1	Drama	9	USA	377,000	14.8	1
5	Popstars	Reality	7	Australia	368,000	14.4	13
6	The Parent Trap	Movie	7	USA	353,000	13.8	1
7	Survivor II: The Australian Outback—Final Vote	Reality	9	USA	352,000	13.8	1
8	Flubber	Movie	7	USA	345,000	13.5	1
9	The Simpsons—Wednesdays	Comedy	TEN	USA	331,000	13.0	25
10	All Aussie Adventures	Comedy	TEN	Australia	323,000	12.7	6
11	*Groundforce: Battle of the Nations 2	I/L	7	Australia	321,000	12.6	1
12	Our House Memories of Shirl	I/L	9	Australia	311,000	12.2	1
13	Space Jam	Movie	9	USA	310,000	12.1	1
14	Always Greener	Drama	7	Australia	309,000	12.1	12
15	Small Soldiers	Movie	TEN	USA	308,000	12.1	1
16	The Mole	Reality	7	Australia	307,000	12.0	10
17	CatDog (pm)	Comedy	ABC	USA	303,000	11.9	65
18	Mary Poppins	Movie	7	USA	299,000	11.7	1
19	Napoleon	Movie	TEN	Australia	297,000	11.6	1
20	Matilda	Movie	TEN	USA	296,000	11.6	1
21	George of the Jungle	Movie	7	USA	296,000	11.6	1
22	Wild Thornberrys (pm)	Children's	ABC	USA	291,000	11.4	7
23	Little Lulu (pm)	Children's	ABC	USA	290,000	11.4	11
24	Antz	Movie	9	USA	290,000	11.4	1
25	Return of Jafar	Movie	7	USA	288,000	11.3	1
26	Saddle Club (pm)	Children's	ABC	Australia	288,000	11.3	43
27	Rugrats (pm)	Children's	ABC	USA	288,000	11.3	52
28	Daria (pm)	Children's	ABC	USA	284,000	11.1	13
29	Malcolm in the Middle	Comedy	9	USA	282,000	11.0	40
30	Madeline (pm)	Children's	ABC	UK	281,000	11.0	39

*Only the top-rating single episodes of Reality Television, Infotainment/Lifestyle and/or Light Entertainment programs are included in this list. Other episodes also rated highly with viewers aged 0–14 and not listed to avoid duplication of individual program titles.

[#]LE = Light Entertainment, I/L = Infotainment/Lifestyle. Program categories are defined by the television networks.

[^]Number of episodes—the breakdown of program episodes is determined by the television networks. Where there is more than one episode, audience size and TARPs are averaged across those episodes.

Sports programs have been excluded from this list to maintain a focus on other programs. Sporting events such as grand finals attracted relatively high audience ratings with children aged 0–14 years, as they did with viewers generally.

Table B3 Top 29 programs watched by children 0–14 years on FTA television, 2005

Rank	Program	Program category [#]	Channel	Origin	Average audience	% TARP	No. of episodes
1	Willy Wonka and the Chocolate Factory (rpt)	Movie	9	UK	438,000	16.7	1
2	Stuart Little 2	Movie	9	USA	369,000	14.1	1
3	Australia's Brainiest Comedians	LE	TEN	Australia	345,000	13.2	1
4	*Big Brother—Winner announced	Reality	TEN	Australia	343,000	13.1	1
5	Mythbusters—Jaws special	Special	7	Other	332,000	12.7	1
6	The All New Simpsons	Comedy	TEN	USA	324,000	12.4	20
7	Wallace and Gromit: A Grand Day Out (pm)	Children's	ABC	UK	324,000	12.4	1
8	*Australian Idol—Audition 1	Reality	TEN	Australia	322,000	12.3	1
9	Spy Kids—The Island of Lost Dreams	Movie	7	USA	321,000	12.3	1
10	Futurama	Comedy	TEN	USA	310,000	11.9	5
11	Bring It On (rpt)	Movie	9	USA	301,000	11.5	1
12	Angelina Ballerina: The Show Must Go On (am)	Children's	ABC	UK	298,000	11.4	1
13	The Sword in the Stone	Movie	7	USA	292,000	11.2	1
14	Harry Potter and the Chamber of Secrets	Movie	9	UK	289,000	11.0	1
15	Wallace and Gromit: The Wrong Trousers (pm)	Children's	ABC	UK	285,000	10.9	1
16	Big Fat Liar	Movie	TEN	USA	280,000	10.7	1
17	Horrible Histories (pm)	Children's	ABC	USA	280,000	10.7	26
18	Harry Potter and the Philosopher's Stone (rpt)	Movie	9	USA	279,000	10.7	1
19	Lost—The Finale	Drama	7	USA	275,000	10.5	1
20	Chicken Run (rpt)	Movie	9	USA	275,000	10.5	1
21	Little Lulu (pm)	Children's	ABC	Canada	274,000	10.5	28
22	The X Factor—Audition 1	LE	TEN	Australia	273,000	10.4	1
23	Mamemo (pm)	Children's	ABC	Europe	272,000	10.4	1
24	Fairly Odd Parents (pm)	Children's	ABC	USA	270,000	10.3	27
25	Cats and Dogs	Movie	9	USA	267,000	10.2	1
26	BB3B (pm)	Children's	ABC	UK	266,000	10.2	13
27	Shrek (rpt)	Movie	9	USA	265,000	10.1	1
28	Bob the Builder Special—Bob's Big Plan (am)	Children's	ABC	UK	265,000	10.1	1
29	Antz (rpt)	Movie	9	USA	264,000	10.1	1

Refer to notes under Table B2.

In 2005, only details of the top 29 programs were available to the ACMA.

Table B4 Top 30 programs watched by children 5–12 years on FTA television, 2013

Rank	Program	Program category [#]	Channel	Origin	Average audience	% TARP	No. of episodes
1	The Block Sky High—Grand Final	Reality	9	Australia	229,000	15.2	1
2	The X Factor Grand Final	LE	7	Australia	217,000	14.5	1
3	The Voice (Wednesday)	LE	9	Australia	199,000	13.3	1
4	Toy Story 3	Movie	7	USA	175,000	11.7	1
5	Despicable Me	Movie	7	USA	172,000	11.5	1
6	My Kitchen Rules—Winner Announced	Reality	7	Australia	170,000	11.3	1
7	Toy Story of Terror	Children's	7	USA	148,000	9.8	1
8	Hamish & Andy's Gap Year Asia	LE	9	Australia	139,000	9.3	6
9	Hop	Movie	7	USA	137,000	9.2	1
10	Cloudy with a Chance of Meatballs	Movie	9	USA	132,000	8.8	2
11	The Smurfs	Movie	7	USA	129,000	8.6	1
12	Domestic Blitz—The Block to the Rescue	I/L	9	Australia	128,000	8.6	1
13	Up	Movie	7	USA	122,000	8.1	1
14	Big Brother—Winner Announced	Reality	9	Australia	121,000	8.0	1
15	The Block: All Stars—Tue	Reality	9	Australia	116,000	7.7	7
16	The Santa Clause 3: The Escape Clause	Movie	7	USA	116,000	7.7	1
17	Gnomeo & Juliet	Movie	7	USA	116,000	7.7	1
18	Dr Seuss' How the Grinch Stole Christmas!	Movie	7	USA	115,000	7.7	1
19	How to Train your Dragon	Movie	7	USA	112,000	7.4	1
20	Cars 2	Movie	7	USA	111,000	7.4	1
21	Madagascar: Escape 2 Africa	Movie	7	USA	109,000	7.3	1
22	Kung Fu Panda	Movie	7	USA	108,000	7.2	1
23	Shrek Forever After	Movie	9	USA	108,000	7.2	3
24	Elf (ev.)	Movie	GO!	USA	107,000	7.2	1
25	Willy Wonka & the Chocolate Factory (ev.)	Movie	GO!	USA	105,000	7.0	1
26	Kung Fu Panda 2	Movie	TEN	USA	104,000	6.9	1
27	Cosentino: The Magic the Mystery the Madness	Specials	7	Australia	103,000	6.9	3
28	The Santa Clause	Movie	7	USA	103,000	6.9	1
29	The Santa Clause 2	Movie	7	USA	102,000	6.8	1
30	Toy Story 2	Movie	7	USA	100,000	6.7	1

Refer to notes under Table B2.

Table B5 Top 30 programs watched by children 13–17 years on FTA television, 2013

Rank	Program	Program Category [#]	Channel	Origin	Average audience	% TARP	No. of episodes
1	The Block Sky High—Winner Announced	Reality	9	Australia	174,000	17.8	1
2	Big Brother—Winner Announced	Reality	9	Australia	160,000	16.3	1
3	The Block: All Stars—Winner Announced	Reality	9	Australia	140,000	14.3	1
4	My Kitchen Rules—Winner Announced	Reality	7	Australia	138,000	14.1	1
5	The Voice Grand Final—Winner Announced	LE	9	Australia	135,000	13.8	1
6	Hamish & Andy's Gap Year Asia	LE	9	Australia	130,000	13.2	6
7	The X Factor Grand Final	LE	7	Australia	120,000	12.2	1
8	House Rules—Winner Announced	Reality	7	Australia	93,000	9.4	1
9	Doctor Who: The Day of the Doctor (ev.)	Drama	ABC1	UK	83,000	8.4	1
10	The Big Bang Theory	Comedy	9	USA	79,000	8.0	17
11	TV Week Logie Awards Arrivals	Specials	9	Australia	78,000	8.0	1
12	Australia's Got Talent—Winner Announced	LE	9	USA	78,000	7.9	1
13	Domestic Blitz—The Block to the Rescue	I/L	9	Australia	76,000	7.8	1
14	Underbelly: Squizzy—Launch	Drama	9	Australia	75,000	7.6	1
15	Packed to the Rafters—Final	Drama	7	Australia	73,000	7.5	1
16	Modern Family ep. 2	Comedy	TEN	USA	63,000	6.5	2
17	Marvel's Agents of S.H.I.E.L.D	Drama	7	USA	63,000	6.4	9
18	Ja'Mie: Private School Girl (ev.)	Comedy	ABC1	Australia	63,000	6.4	6
19	Beauty and the Geek Australia	Reality	7	Australia	61,000	6.2	8
20	The Bachelor Australia—The Final Decision	Reality	TEN	Australia	61,000	6.2	1
21	The Great Australian Bake Off	Reality	9	Australia	60,000	6.1	8
22	House Husbands	Drama	9	Australia	57,000	5.8	13
23	Thor	Movie	TEN	USA	56,000	5.7	1
24	How to Train your Dragon	Movie	7	USA	53,000	5.4	1
25	Slideshow	LE	7	Australia	53,000	5.4	13
26	The Lion King	Movie	7	USA	53,000	5.3	1
27	Please Marry My Boy (Monday)	Reality	7	Australia	52,000	5.3	1
28	Despicable Me	Movie	7	USA	52,000	5.3	1
29	Celebrity Splash	LE	7	Australia	51,000	5.2	4
30	An Adventure in Space and Time (ev.)	Documentary	ABC1	UK	51,000	5.2	1

Refer to notes under Table B2.

Table B6 Top 30 children’s programs watched by children 0–4 years on FTA television, 2005

Rank	Program	Channel	Average audience	% TARP	No. of episodes [^]
1	Fireman Sam (am)	ABC	157,000	18.6	28
2	Angelina Ballerina: The Show Must Go On (am)	ABC	152,000	18.0	1
3	Play School Concert (2004) (am)	ABC	150,000	17.8	1
4	Jasper the Penguin (am)	ABC	147,000	17.5	52
5	Bob the Builder Special: Bob’s Big Plan (am)	ABC	147,000	17.5	1
6	Postman Pat (am)	ABC	145,000	17.2	26
7	Brum (am)	ABC	145,000	17.2	26
8	Gordon the Garden Gnome (am)	ABC	142,000	16.8	26
9	Bill and Ben the Flowerpot Men (am)	ABC	140,000	16.7	24
10	Binka the Cat (am)	ABC	140,000	16.6	24
11	Miffy and Friends (am)	ABC	137,000	16.3	28
12	Pablo the Little Red Fox (am)	ABC	136,000	16.2	45
13	Adventures of Bottle Top Bill and his Best Friend (am)	ABC	135,000	16.1	26
14	Yoko! Jakamoko! Toto! (am)	ABC	134,000	15.9	55
15	Toddworld (am)	ABC	133,000	15.8	23
16	Wallace and Gromit: A Grand Day Out (pm)	ABC	133,000	15.8	1
17	The Save-Ums (am)	ABC	131,000	15.6	25
18	Play With Me Sesame (am)	ABC	129,000	15.3	76
19	Sali Mali (am)	ABC	128,000	15.2	26
20	Peppa Pig (am)	ABC	128,000	15.2	51
21	Eddy and the Bear (am)	ABC	127,000	15.0	27
22	Franny’s Feet (am)	ABC	127,000	15.1	36
23	Bear in the Big Blue House (am)	ABC	125,000	14.9	45
24	Connie the Cow (am)	ABC	125,000	14.9	14
25	Sesame Street (am)	ABC	125,000	14.8	99
26	Wiggle Bay (am)	ABC	124,000	14.8	1
27	The Koala Brothers (am)	ABC	123,000	14.6	50
28	Funky Valley (am)	ABC	122,000	14.5	51
29	The Fimbles (am)	ABC	121,000	14.4	40
30	The Wiggles Show (am)	ABC	121,000	14.4	106

‘Children’s programs’ are categorised by the FTA television channels.

[^]Number of episodes—the breakdown of program episodes is determined by the television networks. Where there is more than one episode, audience size and TARPs are averaged across those episodes.

Table B7 Top 30 children’s programs watched by children 5–12 years on FTA television, 2005

Rank	Program	Channel	Average audience	% TARP	No. of episodes
1	Wallace and Gromit: A Grand Day Out (pm)	ABC	201,000	14.3	1
2	Wallace and Gromit: The Wrong Trousers (pm)	ABC	190,000	13.5	1
3	Wallace and Gromit: A Close Shave (pm)	ABC	178,000	12.7	1
4	Fairly Odd Parents (pm)	ABC	175,000	12.4	27
5	Bb3b (pm)	ABC	175,000	12.5	13
6	Horrible Histories (pm)	ABC	172,000	12.2	26
7	Blue Water High (pm)	ABC	171,000	12.1	26
8	Kenny the Shark (pm)	ABC	170,000	12.1	25
9	Little Lulu (pm)	ABC	166,000	11.8	28
10	Mamemo (pm)	ABC	165,000	11.7	1
11	Tutenstein (pm)	ABC	164,000	11.6	22
12	Being Ian (pm)	ABC	163,000	11.6	18
13	Chalk Zone (pm)	ABC	162,000	11.5	26
14	Animal School (pm)	ABC	162,000	11.5	6
15	The Worst Witch (pm)	ABC	161,000	11.5	13
16	Tupu (pm)	ABC	161,000	11.4	27
17	Angelina Ballerina: The Show Must Go On (am)	ABC	161,000	11.4	1
18	The Saddle Club (pm)	ABC	160,000	11.4	35
19	Basil Brush (pm)	ABC	159,000	11.3	13
20	Round the Twist (pm)	ABC	156,000	11.1	19
21	Tracey Mcbean (pm)	ABC	156,000	11.1	52
22	Atomic Betty Christmas Special: The No-L Nine (pm)	ABC	155,000	11.0	1
23	Parallax (pm)	ABC	154,000	11.0	26
24	Corneil and Bernie (pm)	ABC	154,000	11.0	34
25	Lizzie Mcguire (pm)	ABC	154,000	11.0	21
26	Pigeon Boy (pm)	ABC	153,000	10.8	20
27	Olliver's Adventures (pm)	ABC	151,000	10.7	53
28	Fairly Odd Parents (am)	ABC	148,000	10.6	27
29	Atomic Betty (pm)	ABC	147,000	10.4	32
30	Ace Lightning (pm)	ABC	147,000	10.5	13

Refer to notes under Table B6.

Table B8 Top 30 children’s programs watched by children 13–17 years on FTA television, 2005

Rank	Program	Channel	Average audience	% TARP	No. of episodes
1	Blue Water High (pm)	ABC	61,000	6.5	26
2	Degrassi: The Next Generation (pm)	ABC	51,000	5.5	10
3	Fairly Odd Parents (pm)	ABC	50,000	5.3	27
4	Being Ian (pm)	ABC	48,000	5.1	18
5	Horrible Histories (pm)	ABC	46,000	4.9	26
6	Lizzie Mcguire (pm)	ABC	46,000	4.9	21
7	Daria (pm)	ABC	46,000	4.9	14
8	Out There (pm)	ABC	45,000	4.9	12
9	Kenny The Shark (pm)	ABC	42,000	4.5	25
10	Little Lulu (pm)	ABC	42,000	4.5	28
11	Wallace and Gromit: A Grand Day Out (pm)	ABC	42,000	4.5	1
12	Wallace and Gromit: The Wrong Trousers (pm)	ABC	42,000	4.4	1
13	Nick gets the Knack (pm)	ABC	42,000	4.5	5
14	Radio Free Roscoe (pm)	ABC	42,000	4.5	6
15	Girls in Love (pm)	ABC	41,000	4.4	17
16	Round the Twist (pm)	ABC	41,000	4.4	19
17	The Worst Witch (pm)	ABC	41,000	4.4	13
18	Bb3b (pm)	ABC	41,000	4.4	13
19	Tutenstein (pm)	ABC	40,000	4.3	22
20	Corneil and Bernie (pm)	ABC	40,000	4.3	34
21	Basil Brush (pm)	ABC	40,000	4.3	13
22	Atomic Betty Christmas Special: The No-L Nine (pm)	ABC	40,000	4.3	1
23	Jeopardy (pm)	ABC	39,000	4.2	18
24	Planet Sketch (pm)	ABC	39,000	4.1	16
25	The Wild Thornberrys (pm)	ABC	39,000	4.2	43
26	Girl Stuff, Boy Stuff (pm)	ABC	38,000	4.0	35
27	Tracey Mcbean (pm)	ABC	38,000	4.1	52
28	Parallax (pm)	ABC	37,000	3.9	26
29	Tupu (pm)	ABC	37,000	4.0	27
30	Powers (pm)	ABC	36,000	3.8	7

Refer to notes under Table B6.

Table B9 Top 30 children’s programs watched by children 0–4 years on FTA television, 2013

Rank	Program	Channel	Origin	Average audience	% TARP	No. of episodes^
1	Room on the Broom (am)	ABC2	UK	134,000	12.9	1
2	Shaun the Sheep (am)	ABC2	UK	130,000	12.6	1
3	Ben and Holly’s Little Kingdom (am)	ABC2	UK	129,000	12.4	105
4	Peppa Pig (pm)	ABC2	UK	129,000	12.4	1,098
5	How Many More Minutes Until Christmas? (am)	ABC2	UK	127,000	12.3	1
6	Thomas and Friends: Blue Mountain Mystery (pm)	ABC2	UK	125,000	12.1	1
7	Mofy (ev.)	ABC2	Asia	121,000	11.6	51
8	Shaun the Sheep: Championsheeps (pm)	ABC2	UK	121,000	11.6	84
9	The Pajanimals (ev.)	ABC2	USA	119,000	11.5	76
10	Cloudbabies (am)	ABC2	UK	119,000	11.5	26
11	Miffy and Friends (ev.)	ABC2	Europe	117,000	11.3	51
12	Joe & Jack (pm)	ABC2	Canada	115,000	11.1	39
13	Bananas in Pyjamas (pm)	ABC2	Australia	114,000	11.0	361
14	Octonauts (am)	ABC2	UK	114,000	11.0	122
15	Kioka (pm)	ABC2	Europe	113,000	10.9	92
16	Thomas and Friends: King Of The Railway (am)	ABC2	UK	113,000	10.9	1
17	Charlie and Lola (pm)	ABC2	UK	111,000	10.7	128
18	Bob The Builder: A Christmas To Remember (am)	ABC2	UK	111,000	10.7	1
19	Peppa Pig (am)	ABC2	UK	111,000	10.7	614
20	Guess How Much I Love You (ev.)	ABC2	Australia	109,000	10.5	47
21	Peter Rabbit’s Christmas Tale (pm)	ABC2	UK	108,000	10.4	1
22	Shaun the Sheep: Championsheeps (am)	ABC2	UK	108,000	10.4	58
23	Bookaboo (am)	ABC2	UK	106,000	10.2	52
24	Fireman Sam (am)	ABC2	UK	105,000	10.2	103
25	Peter Rabbit (pm)	ABC2	UK	105,000	10.1	80
26	Q Pootle 5 (pm)	ABC2	UK	105,000	10.1	53
27	Giggle and Hoot (am)	ABC2	Australia	105,000	10.1	1,460
28	Bananas in Pyjamas (am)	ABC2	Australia	104,000	10.0	234
29	Pingu Family at the Wedding Party (am)	ABC2	Europe	104,000	10.0	1
30	Driver Dan’s Story Train	ABC2	UK	103,000	10.0	51

‘Children’s programs’ are categorised by the FTA television channels.

^Number of episodes—the breakdown of program episodes is determined by the television networks. Where there is more than one episode, audience size and TARPs are averaged across those episodes.

Table B10 Top 30 children’s programs watched by children 5–12 years on FTA television, 2013

Rank	Program	Channel	Origin	Average audience	% TARP	No. of episodes
1	Yogi Bear (ev.)	GO!	USA	80,000	5.4	1
2	Shaun the Sheep (am)	ABC2	UK	64,000	4.3	1
3	The Beach Soccer Smackdown! (am)	ABC3	Australia	64,000	4.3	2
4	Octonauts Special: A Very Vegimals Christmas (pm)	ABC2	UK	63,000	4.2	1
5	Total Drama Island (ev.)	ABC3	Canada	63,000	4.2	28
6	Room on the Broom (am)	ABC2	UK	61,000	4.1	1
7	Dani’s Castle (pm)	ABC3	UK	61,000	4.1	13
8	Scooby-Doo (pm)	GO!	USA	61,000	4.1	1
9	Nowhere Boys (ev.)	ABC3	Australia	60,000	4.0	8
10	The Jungle Bunch Back to the Ice Floe (pm)	ABC3	Europe	60,000	4.0	2
11	Dance Academy S3 Extra (ev.)	ABC3	Australia	58,000	3.9	1
12	Dragons Riders of Berk (pm)	ABC3	USA	58,000	3.9	22
13	The Beach Soccer Smackdown! (pm)	ABC3	Australia	57,000	3.8	1
14	Total Drama Action (pm)	ABC3	Canada	57,000	3.8	1
15	Peter Rabbit’s Christmas Tale (pm)	ABC2	UK	57,000	3.8	1
16	Dance Academy S3 (ev.)	ABC3	Australia	57,000	3.8	13
17	Total Drama Action: Cm (ev.)	ABC3	Canada	57,000	3.8	2
18	Figaro Pho (am)	ABC3	Australia	56,000	3.8	3
19	The Pinky & Perky Show (am)	ABC3	UK	54,000	3.6	2
20	M.I. High (pm)	ABC3	UK	54,000	3.6	91
21	Life With Boys (pm)	ABC3	USA	53,000	3.6	21
22	You’re Skitting Me (pm)	ABC3	Australia	53,000	3.5	36
23	Dani’s Castle (ev.)	ABC3	UK	52,000	3.5	13
24	Spectacular Spider-Man (am)	ABC3	USA	52,000	3.5	25
25	Deadly 60 (Specials) (ev.)	ABC3	UK	51,000	3.4	6
26	Total Drama Action (ev.)	ABC3	Canada	51,000	3.4	26
27	Dani’s Castle (am)	ABC3	UK	50,000	3.3	13
28	How Many More Minutes Until Christmas? (am)	ABC2	UK	50,000	3.3	1
29	Desdemona (pm)	ABC3	Australia	50,000	3.3	4
30	Total Drama World Tour (ev.)	ABC3	Canada	50,000	3.3	29

Refer to notes under Table B9.

Table B11 Top 30 children’s programs watched by children 13–17 years on FTA television, 2013

Rank	Program	Channel	Origin	Average audience	% TARP	No. of episodes
1	Yogi Bear (ev.)	GO!	USA	25,000	2.6	1
2	Casper’s First Christmas	9	USA	18,000	1.8	1
3	Dance Academy S3 (ev.)	ABC3	Australia	17,000	1.8	13
4	The Pinky & Perky Show (pm)	ABC3	UK	15,000	1.6	1
5	Scooby-Doo (pm)	GO!	USA	15,000	1.5	1
6	Casa de Evil (am)	ABC3	Australia	14,000	1.5	1
7	Life With Boys (pm)	ABC3	USA	13,000	1.3	21
8	The Flintstones (pm)	GO!	USA	13,000	1.3	1
9	Scooby Doo! and the Goblin King (pm)	GO!	USA	13,000	1.3	2
10	Horrible Histories Scary Special (ev.)	ABC3	UK	12,000	1.2	1
11	Grizzly Tales (pm)	ABC3	UK	11,000	1.1	4
12	Really Me (am)	ABC3	Canada	11,000	1.1	12
13	Dragons Riders of Berk (am)	ABC3	USA	11,000	1.1	8
14	Bugs Bunny’s Looney Christmas Tales	9	USA	10,000	1.0	1
15	Nowhere Boys (ev.)	ABC3	Australia	10,000	1.0	8
16	Life With Boys (am)	ABC3	USA	10,000	1.0	78
17	Adventure Time (pm)	GO!	USA	10,000	1.0	165
18	Scooby Doo and the Reluctant Werewolf (pm)	GO!	USA	10,000	1.0	1
19	M.I. High (pm)	ABC3	UK	10,000	1.0	91
20	Monk (pm)	ABC3	Europe	10,000	1.0	32
21	Dead Gorgeous (pm)	ABC3	Australia	10,000	1.0	1
22	Total Drama Action (pm)	ABC3	Canada	10,000	1.0	1
23	A Very Barry Christmas (am)	ABC3	Canada	10,000	1.0	1
24	Ben 10: Alien Force (am Tx1)	GO!	USA	9,000	1.0	2
25	Red Riding Hood (ev)	GO!	USA	9,000	0.9	2
26	Blue Water High (pm)	ABC3	Australia	9,000	0.9	121
27	Desdemona (pm)	ABC3	Australia	9,000	0.9	4
28	Horrible Histories: Sports Special (pm)	ABC3	UK	9,000	0.9	1
29	Scooby Doo! Pirates Ahoy (pm)	GO!	USA	9,000	0.9	2
30	Dance Academy (pm)	ABC3	Australia	9,000	0.9	57

Refer to notes under Table B9.

Table B12 Top 26 C and P programs for children aged 0–14 years on commercial television, 2013

Rank	Program	C or P drama or non-drama	Channel	Average audience	% TARP	% of audience aged 0–14	No. of episodes [^]
1	Wakkaville (am)	C drama	GO!	30,000	1.0	61.2	6
2	Flea Bitten (am)	C drama	GO!	29,000	1.0	49.1	23
3	Pixel Pinkie (am)	C drama	GO!	29,000	1.0	54.6	14
4	Dennis & Gnasher (am)	C drama	GO!	28,000	1.0	54.3	13
5	Gasp (am)	C drama	GO!	26,000	0.9	51.2	1
	Flea Bitten (am Tx1)	C drama	GO!	26,000	0.9	57.1	11
	Dennis & Gnasher (pm)	C drama	GO!	24,000	0.8	56.4	2
6	A Gurl's Wurd (am)	C drama	GO!	22,000	0.8	53.2	20
7	The Woodlies Movie	C drama	7	21,000	0.7	29.9	1
	Dennis & Gnasher (am Tx1)	C drama	GO!	21,000	0.7	50.9	2
8	Dogstar (am)	C drama	GO!	20,000	0.7	50.1	4
9	Lockie Leonard (pm)	C drama	GO!	19,000	0.6	42.0	26
	Lockie Leonard (am)	C drama	GO!	17,000	0.6	38.6	13
	A Gurl's Wurd (pm)	C drama	GO!	16,000	0.5	41.3	18
10	Santa's Apprentice (ev.)	C drama	GO!	13,000	0.4	26.1	1
11	Stormworld (am)	C drama	GO!	13,000	0.5	34.8	16
12	Totally Wild	C non-drama	ELEVEN	11,000	0.4	49.8	7
13	Mako: Island of Secrets	C drama	TEN	9,000	0.3	6.6	15
14	Scope (rpt)	C non-drama	TEN	9,000	0.3	7.0	5
15	Paradise Cafe (rpt)	C drama	ELEVEN	9,000	0.3	49.0	4
16	Vic the Viking (early)	C drama	TEN	9,000	0.3	54.4	18
	Totally Wild	C non-drama	TEN	8,000	0.3	4.9	121
17	Lightning Point (rpt)	C drama	TEN	8,000	0.3	5.5	18
	Scope	C non-drama	TEN	8,000	0.3	5.8	39
18	Kitchen Whiz (am)	C non-drama	GO!	8,000	0.3	63.9	97
	Scope (Sunday)	C non-drama	ELEVEN	7,000	0.2	14.0	3
19	H ₂ O—Just Add Water (rpt)	C drama	ELEVEN	7,000	0.2	50.2	8
20	Once Upon A Dream (rpt)	C non-drama	TEN	6,000	0.2	4.7	6
	Mako: Island of Secrets	C drama	ELEVEN	6,000	0.2	26.2	9
21	Paradise Cafe	C drama	ELEVEN	6,000	0.2	39.2	4
	Totally Wild (rpt)	C non-drama	ELEVEN	6,000	0.2	42.3	27
22	Wurrawhy	P	ELEVEN	6,000	0.2	42.6	42
23	Shezow (Sat early rpt)	C drama	TEN	6,000	0.2	46.3	6
	Shezow (Sat early)	C drama	TEN	6,000	0.2	46.5	18
24	Pyramid (am)	C non-drama	GO!	6,000	0.2	53.6	171
	Scope (early rpt)	C non-drama	ELEVEN	6,000	0.2	54.3	2
25	Surprises (am)	P	GO!	6,000	0.2	58.2	105
	Scope (Thursday)	C non-drama	ELEVEN	6,000	0.2	58.2	1
26	Magical Tales (am)	P	GO!	6,000	0.2	59.1	111

Program titles are counted once (i.e., duplicate titles have been removed from the ranking).

[^]Number of episodes—the breakdown of program episodes is determined by the television networks. Where there is more than one episode, audience size and TARPs are averaged across those episodes.

Shading shows that less than a third of the total audience for these programs were aged 0–14 years. The remaining proportion of the total audience was aged 15 years and over.

Table B13 Top 30 C and P programs and series watched by children aged 0–14, 2005

Rank	Program	C or P drama or non-drama	Channel	Average audience	% TARP	No. of episodes [^]
1	Blinky Bill's White Christmas*	C drama	Seven	185,000	7.1	1
2	Hildegard, a Duck Down Under*	C drama	Nine	150,000	5.7	1
3	Flipper and Lopaka—the Search for Neptune's Trident	C drama	Seven	84,000	3.2	26
4	Tribe: the New Tomorrow	C drama	Seven	77,000	2.9	26
5	Fairy Tale Police	C drama	Seven	68,000	2.6	10
6	Tabaluga	C drama	Seven	67,000	2.6	38
7	The Fairies (r)	P	Seven	67,000	2.6	4
8	The Shapies (rpt)	C drama	Nine	63,000	2.4	18
9	The Eggs (rpt)	C drama	Nine	63,000	2.4	9
10	Hi-5	P	Nine	60,000	2.3	45
11	Cushion Kids (rpt)	C drama	Nine	59,000	2.3	112
12	Seaside Hotel	C drama	Seven	57,000	2.2	13
13	Snobs (rpt)	C drama	Nine	54,000	2.1	22
14	Faireez	C drama	Ten	53,000	2.0	1
15	Kangaroo Creek Gang (rpt)	C drama	Nine	51,000	1.9	13
16	Go Stop (r)	C non-drama	Seven	49,000	1.9	46
17	The Eggs	C drama	Nine	49,000	1.9	13
18	Short Cuts	C drama	Seven	45,000	1.7	15
19	Don't Blame Me (rpt)	C drama	Nine	45,000	1.7	21
20	New MacDonald's Farm (rpt)	P	Nine	44,000	1.7	45
21	The Fairies	P	Seven	43,000	1.6	26
22	Playhouse Disney	P	Seven	42,000	1.6	111
23	Escape of the Artful Dodger (rpt)	C drama	Nine	42,000	1.6	13
24	Silent Night*	C drama	Nine	42,000	1.6	1
25	The Crash Zone	C drama	Seven	41,000	1.6	3
26	Pirate Islands (rpt)	C drama	Ten	41,000	1.6	26
27	Girl TV	C non-drama	Seven	40,000	1.5	28
28	In the Box	P	Ten	40,000	1.5	129
29	Here's Humphrey	P	Nine	39,000	1.5	7
30	Ocean Star (rpt)	C drama	Ten	38,000	1.5	13

*C Drama Telemovie.

Program titles are counted once (i.e., duplicate titles have been removed from the ranking).

[^]Number of episodes—the breakdown of program episodes is determined by the television networks. Where there is more than one episode, audience size and TARPs are averaged across those episodes.

Table B14 Highest-rating C and P programs for children aged 0–14 years on commercial television, 2012

	Program	C or P program	Channel	Average audience	% TARP	% of audience aged 0–14	No. of episodes^
1	Dive Olly Dive (r)	C	7	20,000	0.7	35.0	7
2	The Davincibles	C	7	18,000	0.6	21.6	12
3	Hi-5	P	9	18,000	0.6	31.0	90
4	Gasp	C	9	18,000	0.6	39.0	22
5	Dennis & Gnasher	C	9	16,000	0.5	26.7	12
6	A Gurl's World	C	9	16,000	0.5	33.7	28
7	Shezow	C	TEN	15,000	0.5	11.6	2
8	Dogstar	C	9	15,000	0.5	19.2	12
9	Wakkaville	C	9	15,000	0.5	24.2	22
10	Sally Bollywood—Super Detective (r)	C	7	15,000	0.5	28.8	14
11	Lab Rats	C	7	14,000	0.5	22.9	65
12	H ₂ O—Just Add Water	C	TEN	13,000	0.4	6.9	16
13	All For Kids (r)	P	7	13,000	0.4	18.3	30
14	Legend of Enyo	C	7	13,000	0.4	21.1	4
15	Zeke's Pad (r)	C	7	13,000	0.4	23.4	26
16	Snake Tales	C	9	13,000	0.4	27.6	5
17	Sea Princesses	C	7	13,000	0.5	29.5	24
18	Pixel Pinkie	C	9	13,000	0.4	34.2	25
	H ₂ O—Just Add Water (rpt)	C	TEN	13,000	0.5	37.5	20
19	Ghosts of Time	C	7	12,000	0.4	23.3	26
20	Dex Hamilton (rpt)	C	TEN	12,000	0.4	41.1	13
21	Once Upon A Dream	C	TEN	11,000	0.4	6.3	6
22	Master Raindrop	C	7	11,000	0.4	19.8	6
23	Lil' Larikkins (rpt)	C	TEN	11,000	0.4	45.9	3
24	Scope	C	TEN	10,000	0.3	5.6	36
	Scope (Thursday)	C	TEN	10,000	0.3	7.0	11
25	The Woodlies	C	7	10,000	0.3	12.5	26
26	Castaway (r)	C	7	10,000	0.3	16.0	26
27	Erky Perky (r)	C	7	10,000	0.3	20.5	19
28	G2G: Got To Go	C	9	10,000	0.3	31.6	8

Program titles are counted once (i.e., duplicate titles have been removed from the ranking).

^Number of episodes—the breakdown of program episodes is determined by the television networks. Where there is more than one episode, audience size and TARPs are averaged across those episodes.

Table B15 Highest rating C and P programs for children aged 0–4 years on commercial television, 2012

Rank	Program	C or P program	Channel	Average audience	% TARP	% of audience aged 0–4	No. of episodes
1	Hi-5	P	9	15,000	1.4	24.0	90
2	Dive Olly Dive (r)	C	7	9,000	0.9	15.5	7
3	Once Upon A Dream	C	TEN	8,000	0.7	4.4	6
4	Legend of Enyo	C	7	8,000	0.8	13.3	4
5	All For Kids (r)	P	7	7,000	0.6	9.3	30
6	Wakkaville	C	9	7,000	0.7	11.0	22
7	Dennis & Gnasher	C	9	7,000	0.7	11.6	12
8	Sea Princesses	C	7	7,000	0.6	14.2	24
9	Scope	C	TEN	6,000	0.6	3.5	36
10	Shezow	C	TEN	6,000	0.6	4.5	2
11	Lab Rats	C	7	6,000	0.5	9.1	65
12	Master Raindrop	C	7	6,000	0.6	9.5	6
13	A Gurl's Wurld	C	9	6,000	0.5	11.3	28
14	Snake Tales	C	9	6,000	0.6	12.6	5
15	Gasp	C	9	6,000	0.6	12.9	22
16	Toybox	P	7	6,000	0.6	13.6	122
	Toybox (r)	P	7	6,000	0.6	13.9	85
17	H ₂ O—Just Add Water	C	TEN	5,000	0.5	2.5	16
18	Totally Wild	C	TEN	5,000	0.5	2.9	159
19	Lightning Point	C	TEN	5,000	0.5	3.1	26
	Scope (Thursday)	C	TEN	5,000	0.5	3.5	11
20	The Davincibles	C	7	5,000	0.5	6.2	12
21	Dogstar	C	9	5,000	0.5	6.2	12
22	Legend of Enyo (r)	C	7	5,000	0.5	6.5	24
23	Yamba's Playtime	P	9	5,000	0.4	9.3	28
24	The Shak	C	9	5,000	0.5	7.4	6
25	Zeke's Pad (r)	C	7	5,000	0.4	8.3	26
	All For Kids	P	7	5,000	0.5	8.8	25
	Master Raindrop (r)	C	7	5,000	0.4	9.8	15
26	Ghosts of Time	C	7	5,000	0.5	9.9	26
27	Sally Bollywood—Super Detective (r)	C	7	5,000	0.5	10.2	14
28	Magical Tales	P	9	5,000	0.4	11.2	112
29	Hansel & Gretel	C	9	5,000	0.5	13.1	1
30	Me & My Monsters (Sat. early rpt)	C	TEN	5,000	0.5	33.9	6

Refer to notes under Table B14.

Table B16 Highest-rating C and P programs for children aged 5–12 years on commercial television, 2012

Rank	Program	C or P program	Channel	Average audience	% TARP	% of audience aged 5–12	No. of episodes
1	The Davincibles	C	7	11,000	0.7	12.5	12
2	Lil' Larikkins (rpt)	C	TEN	11,000	0.7	42.6	3
3	Dive Olly Dive (r)	C	7	10,000	0.7	17.7	7
4	Gasp	C	9	10,000	0.7	21.8	22
5	A Gurl's Wurld	C	9	9,000	0.6	18.2	28
6	H ₂ O—Just Add Water (rpt)	C	TEN	9,000	0.6	23.6	20
7	Dex Hamilton (rpt)	C	TEN	9,000	0.6	28.1	13
8	Dogstar	C	9	8,000	0.6	10.3	12
9	Dennis & Gnasher	C	9	8,000	0.5	13.0	12
10	Sally Bollywood—Super Detective (r)	C	7	8,000	0.6	15.5	14
11	Pixel Pinkie	C	9	8,000	0.5	20.1	25
	H ₂ O—Just Add Water	C	TEN	7,000	0.5	3.5	16
12	Lab Rats	C	7	7,000	0.5	11.5	65
13	Wakkaville	C	9	7,000	0.5	11.7	22
14	Zeke's Pad (r)	C	7	7,000	0.5	12.5	26
15	Shezow	C	TEN	6,000	0.4	4.2	2
16	All For Kids (r)	P	7	6,000	0.4	8.4	30
17	Master Raindrop	C	7	6,000	0.4	9.2	6
18	Castaway (r)	C	7	6,000	0.4	9.4	26
19	Spit It Out (r)	C	7	6,000	0.4	10.5	35
20	Sea Princesses	C	7	6,000	0.4	12.5	24
21	Snake Tales	C	9	6,000	0.4	12.6	5
22	Pearlie (Sat. rpt)	C	TEN	6,000	0.4	27.7	26
23	The Woodlies	C	7	5,000	0.3	6.1	26
24	Legend of Enyo	C	7	5,000	0.3	7.2	4
	Sea Princesses (r)	C	7	5,000	0.3	9.5	24
25	Ghosts of Time	C	7	5,000	0.4	10.1	26
26	Stormworld	C	9	5,000	0.3	10.9	10
27	Erky Perky (r)	C	7	5,000	0.4	11.0	19
	Master Raindrop (r)	C	7	5,000	0.4	11.3	15
	Sally Bollywood—Super Detective	C	7	5,000	0.3	12.3	5
28	The Saddle Club	C	9	5,000	0.3	13.0	26
29	G2G: Got To Go	C	9	5,000	0.4	17.1	8

Refer to notes under Table B14.

Table B17 Highest-rating C and P programs for children aged 13–17 years on commercial television, 2012

Rank	Program	C or P program	Channel	Average audience	% TARP	% of audience aged 13–17	No. of episodes
1	H ₂ O—Just Add Water	C	TEN	7,000	0.7	3.5	16
2	The Davincibles	C	7	7,000	0.7	8.1	12
3	Sally Bollywood—Super Detective (r)	C	7	6,000	0.6	10.4	14
4	Zeke's Pad (r)	C	7	5,000	0.5	8.9	26
5	Totally Wild	C	TEN	4,000	0.4	2.0	159
6	Scope (Thursday)	C	TEN	4,000	0.4	2.5	11
7	Shezow	C	TEN	4,000	0.4	2.9	2
8	Castaway (r)	C	7	4,000	0.4	6.3	26
9	Master Raindrop	C	7	4,000	0.4	6.3	6
10	Lab Rats	C	7	4,000	0.4	6.4	65
11	Dive Olly Dive (r)	C	7	4,000	0.4	6.9	7
12	Lockie Leonard	C	9	4,000	0.4	9.6	12
13	Teenage Fairytale Dropouts	C	7	4,000	0.5	10.2	1
14	Once Upon A Dream	C	TEN	3,000	0.3	1.6	6
	Scope	C	TEN	3,000	0.3	1.6	36
15	The Woodlies	C	7	3,000	0.3	3.5	26
16	All For Kids (r)	P	7	3,000	0.3	3.6	30
17	Legend of Enyo (r)	C	7	3,000	0.3	4.1	24
18	Dogstar	C	9	3,000	0.4	4.3	12
19	Pyramid	C	9	3,000	0.3	4.8	132
20	The Shak	C	9	3,000	0.3	5.2	6
21	Spit It Out	C	7	3,000	0.3	5.6	21
	Master Raindrop (r)	C	7	3,000	0.3	5.7	15
22	Ghosts of Time	C	7	3,000	0.3	6.2	26
23	A Gurl's Wurd	C	9	3,000	0.3	6.4	28
24	Gasp	C	9	3,000	0.3	6.6	22
	Sally Bollywood—Super Detective	C	7	3,000	0.3	6.9	5

Refer to notes under Table B14.

Table B18 Highest-rating C and P programs for children aged 0–4 years on commercial television, 2013

Rank	Program	C or P drama or non-drama	Channel	Average audience	% TARP	% of audience aged 0–4	No. of episodes
1	The Woodlies Movie	C drama	7	13,000	1.2	17.6	1
2	Pixel Pinkie (am)	C drama	GO!	8,000	0.8	14.6	14
3	Scope (rpt)	C non-drama	TEN	7,000	0.7	4.9	5
4	Dennis & Gnasher (am)	C drama	GO!	7,000	0.7	12.5	13
5	Flea Bitten (am)	C drama	GO!	6,000	0.6	10.1	23
6	Wakkaville (am)	C drama	GO!	6,000	0.6	11.3	6
7	A Gurl's Wurd (am)	C drama	GO!	6,000	0.6	13.2	20
8	Totally Wild	C non-drama	TEN	5,000	0.5	3.1	121
	Scope	C non-drama	TEN	5,000	0.4	3.2	39
9	Once Upon A Dream (rpt)	C non-drama	TEN	5,000	0.4	3.3	6
10	Lightning Point (rpt)	C drama	TEN	5,000	0.5	3.3	18
11	Mako: Island of Secrets	C drama	TEN	5,000	0.5	3.5	15
	Scope (Thursday)	C non-drama	ELEVEN	5,000	0.5	45.9	1
12	Santa's Apprentice (ev.)	C drama	GO!	4,000	0.4	8.1	1
13	Lockie Leonard (pm)	C drama	GO!	4,000	0.4	8.3	26
14	Dennis & Gnasher (pm)	C drama	GO!	4,000	0.4	8.7	2
	Dennis & Gnasher (am Tx1)	C drama	GO!	4,000	0.4	9.1	2
15	Dogstar (am)	C drama	GO!	4,000	0.4	9.5	4
16	Vic The Viking (early)	C drama	TEN	4,000	0.4	23.0	18
17	Wurrawhy	P	ELEVEN	4,000	0.4	26.8	42
18	Gasp (am)	C drama	GO!	3,000	0.3	6.7	1
	Scope (Sunday)	C non-drama	ELEVEN	3,000	0.3	6.8	3
	Lockie Leonard (am)	C drama	GO!	3,000	0.3	6.8	13
19	Stormworld (am)	C drama	GO!	3,000	0.3	7.0	16
	A Gurl's Wurd (pm)	C drama	GO!	3,000	0.3	7.4	18
	Flea Bitten (am Tx1)	C drama	GO!	3,000	0.3	7.4	11
20	Paradise cafe (rpt)	C drama	ELEVEN	3,000	0.2	13.0	4
	Paradise Cafe	C drama	ELEVEN	3,000	0.2	16.9	4
21	Totally Wild (rpt)	C non-drama	ELEVEN	3,000	0.3	17.3	27
22	Me & My Monsters (early rpt)	C drama	TEN	3,000	0.3	18.8	11
23	H ₂ O—Just Add Water (rpt)	C drama	ELEVEN	3,000	0.3	19.0	8
24	Surprises (am)	P	GO!	3,000	0.3	27.0	105
	Wurrawhy	P	TEN	3,000	0.3	40.6	19

Program titles are counted once (i.e., duplicate titles have been removed from the ranking).

^Number of episodes—the breakdown of program episodes is determined by the television networks. Where there is more than one episode, audience size and TARPs are averaged across those episodes.

Table B19 Highest-rating C and P programs for children aged 5–12 years on commercial television, 2013

Rank	Program	C or P Drama or non-drama	Channel	Average audience	% TARP	% of audience aged 5–12	No. of episodes
1	Wakkaville (am)	C drama	GO!	25,000	1.6	48.2	6
2	Flea (am)	C drama	GO!	21,000	1.4	34.0	23
3	Dennis & Gnasher (am)	C drama	GO!	21,000	1.4	38.6	13
	Dennis & Gnasher (pm)	C drama	GO!	21,000	1.4	46.2	2
4	Pixel Pinkie (am)	C drama	GO!	20,000	1.4	36.9	14
	Flea Bitten (am Tx1)	C drama	GO!	18,000	1.2	39.7	11
5	Gasp (am)	C drama	GO!	17,000	1.1	33.6	1
	Dennis & Gnasher (am Tx1)	C drama	GO!	16,000	1.1	35.2	2
6	A Gurl's Wurd (am)	C drama	GO!	16,000	1.1	36.4	20
7	Dogstar (am)	C drama	GO!	16,000	1.1	37.0	4
8	Lockie Leonard (pm)	C drama	GO!	14,000	0.9	29.9	26
	Lockie Leonard (am)	C drama	GO!	12,000	0.8	26.4	13
	A Gurl's Wurd (pm)	C drama	GO!	12,000	0.8	29.3	18
9	Stormworld (am)	C drama	GO!	10,000	0.7	25.7	16
10	Santa's Apprentice (ev.)	C drama	GO!	9,000	0.6	16.7	1
11	Totally Wild	C non-drama	ELEVEN	9,000	0.6	39.7	7
12	The Woodlies Movie	C drama	7	8,000	0.6	11.6	1
13	Paradise Cafe (rpt)	C drama	ELEVEN	7,000	0.4	33.6	4
14	Vic The Viking (early)	C drama	TEN	5,000	0.3	30.3	18
15	Shezow (Saturday early rpt)	C drama	TEN	5,000	0.3	34.0	6
16	Pyramid (am)	C non-drama	GO!	5,000	0.3	38.5	171
17	Kitchen Whiz (am)	C non-drama	GO!	5,000	0.4	42.9	97
18	Mako: Island of Secrets	C drama	TEN	4,000	0.3	3.0	15
19	Scope (Sunday)	C non-drama	ELEVEN	4,000	0.2	7.4	3
	Mako: Island of Secrets	C drama	ELEVEN	4,000	0.2	14.8	9
20	H ₂ O—Just Add Water (rpt)	C drama	TEN	4,000	0.2	20.4	41
	Totally Wild (rpt)	C non-drama	ELEVEN	4,000	0.2	23.9	27
	Shezow (Saturday early)	C drama	TEN	4,000	0.2	28.6	18
	H ₂ O—Just Add Water (rpt)	C drama	ELEVEN	4,000	0.3	28.8	8
	Scope (early rpt)	C non-drama	ELEVEN	4,000	0.3	37.2	2
21	Magical Tales (am)	P	GO!	4,000	0.3	37.7	111
22	Me & My Monsters	C drama	TEN	4,000	0.3	40.6	1
23	Yamba's Easter Adventure (am)	P	GO!	4,000	0.3	55.6	1

Refer to notes under Table B18.

Table B20 Highest-rating C and P programs for children aged 13–17 years on commercial television, 2013

Rank	Program	C or P Drama or non-drama	Channel	Average audience	% TARP	% of audience aged 13–17	No. of episodes
1	Dennis & Gnasher (am Tx1)	C drama	GO!	8,000	0.8	17.2	2
2	Flea Bitten (am Tx1)	C drama	GO!	7,000	0.7	15.4	11
	Flea Bitten (am)	C drama	GO!	6,000	0.6	9.7	23
3	Gasp (am)	C drama	GO!	6,000	0.6	11.0	1
	Dennis & Gnasher (am)	C drama	GO!	5,000	0.5	8.2	13
4	Mako: Island of Secrets	C drama	TEN	4,000	0.4	2.5	15
5	Pixel Pinkie (am)	C drama	GO!	4,000	0.4	6.5	14
6	Lockie Leonard (am)	C drama	GO!	4,000	0.4	9.7	13
7	Totally Wild	C non-drama	TEN	3,000	0.3	1.5	121
8	Wakkaville (am)	C drama	GO!	3,000	0.3	5.4	6
9	Dogstar (am)	C drama	GO!	3,000	0.3	6.3	4
	Lockie Leonard (pm)	C drama	GO!	3,000	0.4	7.6	26
10	A Gurl's Wurld (pm)	C drama	GO!	3,000	0.4	8.7	18
11	Trapped (early)	C drama	7mate	3,000	0.3	52.1	2
12	Once Upon A Dream (rpt)	C non-drama	TEN	2,000	0.2	1.3	6
13	Scope (rpt)	C non-drama	TEN	2,000	0.2	1.4	5
14	Lightning Point (rpt)	C drama	TEN	2,000	0.2	1.6	18
	Scope	C non-drama	TEN	2,000	0.2	1.7	39
15	The Woodlies Movie	C drama	7	2,000	0.2	3.1	1
	Trapped (day)	C drama	7mate	2,000	0.2	3.6	6
16	Santa's Apprentice (ev.)	C drama	GO!	2,000	0.2	3.7	1
	Scope (Sunday)	C non-drama	ELEVEN	2,000	0.2	4.4	3
	Dennis & Gnasher (pm)	C drama	GO!	2,000	0.2	5.4	2
	A Gurl's Wurld (am)	C drama	GO!	2,000	0.2	5.5	20
17	Stormworld (am)	C drama	GO!	2,000	0.2	6.0	16
	Trapped (day, r)	C drama	7mate	1,000	0.1	2.9	6
18	Wurrawhy	P	ELEVEN	1,000	0.1	3.8	42
19	Kitchen Whiz (am)	C non-drama	GO!	1,000	0.1	4.8	97
20	Pyramid (am)	C non-drama	GO!	1,000	0.1	4.8	171
21	Paradise Cafe (rpt)	C drama	ELEVEN	1,000	0.1	4.9	4
	Scope (Saturday rpt)	C non-drama	TEN	1,000	0.1	5.1	46
22	H ₂ O—Just Add Water (rpt)	C drama	ELEVEN	1,000	0.1	5.4	8
	Mako: Island of Secrets	C drama	ELEVEN	1,000	0.2	5.9	9
	Totally Wild	C non-drama	ELEVEN	1,000	0.1	6.0	7
	H ₂ O—Just Add Water (rpt)	C drama	TEN	1,000	0.1	7.3	41
	Paradise Cafe	C drama	ELEVEN	1,000	0.1	8.7	4
23	The Woodlies	C drama	7TWO	1,000	0.1	16.6	26

Refer to notes under Table B18.

Table B21 All P programs watched by children aged 0–4 years on commercial television, 2012

Program	Channel	Average audience	TARP %	% of audience aged 0–4	No. of episodes
Hi-5	9	15,000	1.4	24.0	90
All For Kids (r)	7	7,000	0.6	9.3	30
Toybox	7	6,000	0.6	13.6	122
Toybox (r)	7	6,000	0.6	13.9	85
All For Kids	7	5,000	0.5	8.8	25
Yamba's Playtime	9	5,000	0.4	9.3	28
Magical Tales	9	5,000	0.4	11.2	112
Surprises	9	4,000	0.4	9.7	30
Wurrawhy (rpt)	TEN	4,000	0.4	16.2	150
Hi-5 (am)	GO!	4,000	0.4	45.0	45
Yamba's Christmas Surprise	9	3,000	0.3	13.8	1
Wurrawhy	TEN	2,000	0.2	16.7	111
Yamba's Easter Adventure	9	1,000	0.1	4.0	1

This is a complete list of P-classified programs broadcast on commercial television in 2012.

Table B22 All P programs watched by children aged 0–4 on commercial television, 2013

Program	Channel	Average audience	TARP %	% of audience 0–4	No. of episodes	Average audience 0-14
Wurrawhy	Eleven	4,000	0.4	26.8	42	6,000
Surprises (am)	GO!	3,000	0.3	27.0	105	6,000
Wurrawhy	Ten	3,000	0.3	40.6	19	4,000
Magical Tales (am)	GO!	2,000	0.2	20.8	111	6,000
Yamba's Playtime (am)	GO!	2,000	0.2	26.1	44	5,000
All for Kids	7TWO	1,000	0.1	20.2	40	2,000
Toybox	7TWO	1,000	0.1	32.7	161	2,000
Toybox (day)	7mate	1,000	0.1	26.7	15	2,000
Wurrawhy (rpt)	Ten	1,000	0.1	24.7	200	2,000
Pipsqueaks	7TWO	<1,000	<0.1	14.9	45	1,000
Yamba's Easter Adventure (am)	GO!	<1,000	<0.1	0.0	1	4,000

This is a complete list of P-classified programs broadcast on commercial television in 2013.

Table B23 Top 15 programs watched by children 0–4 years on STV children’s channels, 2013

Program	Channel	Average audience	TARP %
Cinderella III A Twist in Time	Disney Junior	34,000	7.0
Tarzan	Disney Junior	30,000	6.4
Finding Nemo	Disney Junior	28,000	5.7
Mickey Mouse Clubhouse: Wizard of Dizz	Disney Junior	23,000	5.0
Ratatouille	Disney Junior	22,000	4.4
The Little Mermaid 2: Return to the Sea	Disney Junior	21,000	4.6
Peter Pan	Disney Junior	21,000	4.5
Aladdin	Disney Junior	20,000	4.3
Peter Pan in Return to Never Land	Disney Junior	20,000	4.2
Chicken Little	Disney Junior	20,000	4.2
The Jungle Book 2	Disney Junior	19,000	4.2
Cars	Disney Junior	19,000	3.9
Dora Saves the Mermaids	Nick Jr.	18,000	3.8
Tinker Bell: Secret of the Wings	Disney Junior	18,000	3.8
Hercules	Disney Junior	18,000	3.8

Table B24 Top 15 programs watched by children 5–12 years on STV children’s channels, 2013

Program	Channel	Average audience	TARP %
Teen Beach Movie (Sing-A-Long)	Disney Channel	57,000	8.0
Teen Beach Movie (Dance-Along)	Disney Channel	57,000	8.0
Radio Rebel	Disney Channel	43,000	6.1
Teen Beach Movie	Disney Channel	35,000	5.0
Treasure Planet	Disney Channel	32,000	4.5
Brother Bear 2	Disney Channel	32,000	4.5
The Suite Life of Zack & Cody	Disney Channel	29,000	4.1
Good Luck Charlie: All Fall Down	Disney Channel	28,000	3.9
Peter Pan	Disney Channel	26,000	3.6
Swindle	Nickelodeon	25,000	3.6
Let It Shine	Disney Channel	25,000	3.5
High School Musical 2	Disney Channel	25,000	3.5
The Princess Diaries	Disney Channel	25,000	3.5
16 Wishes	Disney Channel	24,000	3.4
Secret of the Wings	Disney Channel	23,000	3.2

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