

**RATINGS UPDATE**  
**26 March 2008****SPORTS VIEWING UP IN 2008**

Australia has once again proved it's a sports-loving nation with increased ratings for television sports broadcasts on Free TV. In 2008, viewing of sport in the 5 cap cities is up by 3.1 per cent compared to the same period last year, Free TV Australia said today.

Metro viewing increases were recorded across key demographics with viewing by Ppl 18-39 up 1.4 per cent; Ppl 40-64 up 4.0 per cent; and Ppl 65+ up 5.3 per cent. Overall, viewing by Men is up by 5.3 per cent.

An exciting summer of cricket and tennis helped contribute to the top ratings performance with the highest rating sporting event (the Men's Australian Open Tennis Final) attracting a combined audience of more than 3.4 million viewers.

The summer series of cricket reached over 3 million metro viewers and a further 1.2 million viewers in regional areas.

With the AFL and NRL seasons underway, V8 Supercars around the corner, Indian Premier League Cricket about to start, and the Beijing Olympics just 135 days away, 2008 is going to be a great year for sports fans. For a list of upcoming sporting event broadcasts, see below.

**Must-see sport still to come in 2008**

- **AFL season - Channel 7 & 10**  
20 March – 27 September
- **NRL season – Channel 9**  
14 Mar - 5 October
- **Golf: US Masters – Channel 10**  
7 - 13 April
- **Cricket: Indian Premier League – Channel 10**  
18 April– 1 June
- **Motorsport V8 Supercars – Channel 7**  
9 May – 7 December

- **Rugby League: State of Origin – Channel 9**  
Game 1: 21 May  
Game 2: 11 June  
Game 3: 2 July
- **Tennis: Wimbledon – Channel 9**  
23 June - 6 July
- **Golf: British Open Golf – Channel 9**  
17 - 20 July
- **Rugby: Bledisloe Cup – Channel 7**  
26 July - 1 November
- **Beijing Olympic Games – Channel 7**  
8 – 24 August
- **AFL Brownlow Medal – Channel 10**  
22 September
- **AFL Grand Final – Channel 7**  
27 September
- **NRL Grand Final – Channel 9**  
5 October
- **Motorsport: Australian Motorcycle Grand Prix – Phillip Island – Channel 10**  
5 October
- **Racing: Melbourne Cup – Channel 7**  
4 November
- **Sailing: Sydney to Hobart – Channel 7**  
26 December
- **Cricket: Boxing Day Test – Channel 9**  
26 – 30 December