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Crime pays, but Logies rule

By Sally Jackson

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AT the halfway mark of the TV ratings year, most viewers are glued to US crime dramas, although the nation is still drawn to the one-off allure of the TV Week Logie Awards.

The Logies night is the top-rating show so far this year, averaging 2.27million viewers nationally. Last week was the 20th of the 40-week ratings year, and to mark the event the networks yesterday released a snapshot of our viewing habits so far.

Excluding one-off specials, the nation's favourite regular program is Nine's CSI: Crime Scene Investigation, with 1.9million viewers.

Indeed, episodes of CSI, CSI: Miami and Without a Trace (on Nine), and Law & Order: SVU and Law & Order: Criminal Intent (on Ten) make up six of the top 10 regular programs, with even a CSI repeat drawing 1.77 million viewers.

But there are regional differences. While the Logies broadcast was the top-rating program in Melbourne and Adelaide, as well as nationally, in Sydney and Brisbane the most-watched shows were Nine's three rugby league State of Origin matches. In Perth, the two most popular programs were instalments of Seven's reality series My Restaurant Rules - which was eventually won by a Perth restaurant.

So far the year has been a triumph for Nine, which has won all 20 ratings weeks and claimed 46 of the 100 highest-rating shows, including the top 12. Ten and Seven had 24 programs in the top 100, and the ABC six.

Nine has garnered a 30.8 per cent share of the primetime audience - those who watch between 6pm and midnight - followed by Seven on 24 per cent, Ten on 23.6 per cent, the ABC on 17.2 per cent and the SBS on 4.5 per cent. Nine also won the lion's share of 16- to 39-year-old viewers in that time period (31.7 per cent) and of 25- to 54-year-olds (33.1 per cent).

But Ten, which bases its figures on the 6pm-10.30pm time period, is claiming victory among its core audience of the 16-39 demographic.

The ABC is definitely the winner among those aged 55 and over, with a 29.6 per cent audience share. The broadcaster's best-rating programs were the documentary Seven

Wonders of the Industrial World and another crime ratings attractions with an episode of the BBC crime drama Silent Witness.

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