

ustralia's Funniest Home Videos, 1,282,564 (1,625,000).

### Magazine promos

A sample-bag promotion arranged with Smartypantz and NDD distribution raised the sales of *Dmag* children's magazine by 512% in some WH Smith stores, NDD told Media Eye on Monday.

The sales of *Technology and Business* rose 45% in WH Smith and Angus & Robertson stores where the publisher, ZDNet, offered a gift with a purchase.

A two-for-one promotion of *Delicious*, published by NDD's associated company FPC, raised sales 75% in NewsXpress stores.

### Old show slicker

The Seven Network made its 15-year-old soap *Home & Away* faster and slicker to compete with Ten's *Big Brother* at 7pm on weeknights. Seven's drama director, **John Holmes**, told Media Eye last week.

And it's worked: Last week *Home & Away* had 1,273,518 OzTAM-measured viewers to 1,201,174 for 7pm *Big Brother*. The target audience is similar.

"We looked for more efficient ways to shoot five 30-minute shows a week and we looked at our stories," Holmes said. "Coral Drouyn, a writer I've known since her *Prisoner* days, killed off the super-bitch Angie Russell just as *Big Brother 3* was launched, so people had to watch to find out who killed her."

### Triple M recovers

DMG Radio's now well-established metro stations have not hit rival Austereo and Australian Radio Network stations as hard as some radio people expected. Triple M, particular-