

WEEKLY RATINGS WRAP



OzTAM survey period 7, week 1 (Week 33)

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 28.6%

TEN Highlights:

- **#1 Network in 18-49:** Year-to-date TEN has a 34.5% share in 18-49 (up 3.9% year on year)
- TEN won the week in 16-39 with a 34.4% share
- **#1 Network in 16-39:** Year-to-date TEN has a 37.9% share in 16-39 (up 3.9% year on year)
- TEN won Sunday night prime-time in 18-49 (37.7%) and 16-39 (41.7%)
- The season return of **Australian Idol** won its timeslot in all key demographics: 18-49 (40.5%), 16-39 (45.2%) and 25-54 (37.5%) – 1.30 million viewers
- **Little Miss Sunshine** won its timeslot in all key demographics: 18-49 (40.7%), 16-39 (43.0%), 25-54 (37.5%) and total people (35.6%)
- **Good News Week** won its timeslot in 18-49 (36.4%) and 16-39 (41.1%) – 1.00 million viewers
- TEN won Tuesday night prime-time in 16-39 (36.7%)
- **Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (42.0%), 16-39 (45.3%), 25-54 (39.8%) and total people (37.2%) – 1.49 m viewers; the week's #1 show in 16-39
- **NCIS Ep 1 rpt** drew an audience of 1.07 million viewers
- **NCIS Ep 2 rpt** won its timeslot in all key demographics: 18-49 (39.1%), 16-39 (38.2%), 25-54 (40.5%) and total people (40.3%) – 1.14 million viewers
- TEN won Wednesday night prime-time in 16-39 (36.1%)
- **The All New Simpsons** won its timeslot in 18-49 (33.9%) and 16-39 (35.9%) – 1.02 million viewers
- **The Simpsons Wednesday** won its timeslots in 16-39 (39.7%) - 1.02 million viewers
- **Rush** drew an audience of 1.21 million viewers
- **TEN News at Five** won its 5-6 pm Monday – Friday timeslot in all key demographics; 18-49 (46.3%), 16-39 (49.3%) and 25-54 (45.7%) and total people (41.2%)
- TEN is the No. 1 network in daytime with an average total audience YTD 288k vs Seven's 263k and Nine's 192k; **TEN News At Five** remains the top daytime program YTD

Sun 9 – Sat 15 August 2009

TEN: Week 33 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.8%	34.4%	30.0%	27.8%
9	34.6%	33.2%	35.3%	34.5%
7	33.6%	32.4%	34.7%	37.7%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	30.9%	33.1%	29.3%	27.5%
9	35.0%	33.4%	35.7%	35.1%
7	34.1%	33.5%	35.0%	37.4%

TEN: Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.5%	37.9%	32.4%	29.8%
9	32.2%	31.0%	33.2%	33.6%
7	33.3%	31.1%	34.4%	36.5%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.5%	36.5%	31.7%	29.5%
9	32.9%	31.6%	33.8%	34.2%
7	33.7%	31.9%	34.5%	36.4%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.2%	36.8%	32.9%	31.3%
9	31.2%	30.4%	31.8%	32.3%
7	34.6%	32.8%	35.3%	36.4%

All ratings data: OzTAM

Network Ten Total is the combination of TEN and ONE across 5 mainland capital cities.

TEN: Unless otherwise stated, all share/audience figures relate to metro (5 mainland capital cities) commercial primetime (Zone 1: 18:00-22:30, Sun-Sat) or daytime (09:00-18:00, Mon-Fri) share, excluding Easter. Program performance and ranking information is based on OzTAM preliminary times and subject to change with confirmed program logs.

ONE: Audience figures are reported for unique programming content. All simulcast programming (TEN and ONE HD) is reported solely as a combined number show in TEN's viewing figures. There are no separate ratings data available for ONE HD when programming is simulcast with TEN. Top sport programs are based on ONE, ESPN, Fox Sports 1, Fox Sports 2 and Fox Sports 3.

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WEEKLY RATINGS WRAP



OzTAM survey period 7, week 1 (Week 33 continued)

Sun 9 – Sat 15 August 2009

TEN Timeslot wins, 18-49 (CSHR)

- **Australian Idol – Audition 1** (40.5%); also won timeslot in 25-54 (37.5%)
- **Little Miss Sunshine** (40.7%); also won timeslot in 25-54 (37.5%) and total people (35.6%)
- **Good News Week** (36.4%)
- **Talkin' 'bout Your Generation** (42.0%); also won timeslot in 25-54 (39.8%) and total people (37.2%)
- **NCIS Ep 2 rpt** (39.1%); also won timeslot in 25-54 (40.5%) and total people (40.3%)
- **The All New Simpsons** (33.9%)

TEN Timeslot wins, 16-39 (CSHR)

- **Australian Idol – Audition 1** (45.2%)
- **Little Miss Sunshine** (43.0%)
- **The Biggest Loser US** (35.6%)
- **Good News Week** (41.1%)
- **Talkin' 'bout Your Generation** (45.3%)
- **NCIS Ep 2 rpt** (38.2%)
- **The All New Simpsons** (35.9%)
- **The Simpsons Wednesday** (39.7%)
- **Law and Order: SVU** (37.6%)
- **The Simpsons** (Mon – Fri) (39.1%)
- **Neighbours** (Mon – Fri) (38.6%)

AFL

- **Richmond v Collingwood** won its timeslot in total people in Melbourne (63.2%), Adelaide (57.8%) and Perth (66.3%)
- **Sydney v Geelong** won its timeslot in total people in Melbourne (45.9%)
- **West Coast v North Melbourne** won its timeslot in total people in Perth (40.3%)
- **Before the Game** won its timeslot in total people in Melbourne (43.4%) and Perth (37.4%)

ONE

- **One Week At A Time** had an audience of 81,000 viewers (peaking at 129,000 viewers)
- On Tuesday, ONE had the top 6 shows on sports channels, with **NASCAR Sprint Cup 2009 Highlights** the #1 show
- On Wednesday, ONE had the top 6 shows on sports channels, with **Sports Tonight** the #1 show
- **Thursday Night Live** had an audience of 77,000 viewers (peaking at 142,000 viewers)

Top 10 programs (18-49)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	TWO AND A HALF MEN	9
4	SPICKS AND SPECKS-EV	ABC1
5	AUSTRALIAN IDOL - AUDITION 1	TEN
6	60 MINUTES	9
7	20 TO 1	9
8	NINE NEWS SUNDAY	9
9	RESCUE SPECIAL OPS	9
10	DOMESTIC BLITZ	9

Top 10 programs (16-39)

	Program	Network
1	TALKIN' 'BOUT YOUR GENERATION	TEN
2	AUSTRALIAN IDOL - AUDITION 1	TEN
3	PACKED TO THE RAFTERS	7
4	TWO AND A HALF MEN	9
5	SPICKS AND SPECKS-EV	ABC1
6	GOOD NEWS WEEK	TEN
7	THE SIMPSONS WED	TEN
8	60 MINUTES	9
9	LITTLE MISS SUNSHINE	TEN
10	THE ALL NEW SIMPSONS WED	TEN

Top 10 programs (25-54)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	SPICKS AND SPECKS-EV	ABC1
3	TALKIN' 'BOUT YOUR GENERATION	TEN
4	TWO AND A HALF MEN	9
5	20 TO 1	9
6	NINE NEWS SUNDAY	9
7	SEVEN NEWS - SUN	7
8	AUSTRALIAN IDOL - AUDITION 1	TEN
9	WORLD'S STRICTEST PARENTS-UK	7
10	60 MINUTES	9