

WEEKLY RATINGS WRAP



OzTAM survey period 9, week 4 (Week 44)

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 27.2%

TEN Highlights:

- **#1 network in 18-49:** Year-to-date TEN has a 33.6% share in 18-49 (up 2.9% year on year)
- TEN won the week in 16-39 with a 36.0% share
- **#1 network in 16-39:** Year-to-date TEN has a 37.0% share in 16-39 (up 2.7% year on year)
- TEN won Sunday night prime-time in 16-39 (35.5%)
- **Australian Idol** drew an audience of 1.00 million viewers
- **Rove** won its timeslot in all key demographics: 18-49 (44.7%), 16-39 (50.5%), 25-54 (40.9%) and total people (36.0%)
- TEN won Monday night prime-time in 16-39 (33.9%)
- **Good News Week** won its timeslot in 16-39 (39.2%)
- TEN won Tuesday night prime-time in 16-39 (37.0%)
- **The All New Simpsons** won its timeslot in 18-49 (33.7%) and 16-39 (40.1%)
- **The Simpsons Tuesday** won its timeslot in 16-39 (39.2%)
- **NCIS** drew an audience of 1.38 million viewers
- TEN won Wednesday night prime-time in all key demographics: 18-49 (35.7%), 16-39 (40.5%) and 25-54 (33.8%)
- **Celebrity MasterChef** won its timeslot in all key demographics: 18-49 (39.5%), 16-39 (42.5%) and 25-54 (39.2%) – 1.15 million viewers; Wednesday's #1 show in all key demographics
- **NCIS: Los Angeles** won its timeslot in all key demographics: 18-49 (39.3%), 16-39 (43.3%), 25-54 (37.6%) - 1.05 million viewers
- Wednesday's **NCIS Rpt** won its timeslot in all key demographics: 18-49 (35.2%), 16-39 (39.3%), 25-54 (34.7%) and total people (33.6%)
- TEN won Thursday night prime-time in 16-39 (36.7%)
- **Glee** won its timeslot in all key demographics: 18-49 (41.4%), 16-39 (47.7%) and 25-54 (36.3%)
- **TEN News at Five** won its 5-6 pm Mon – Fri timeslot in all key demographics: 18-49 (47.4%), 16-39 (51.1%) and 25-54 (47.5%) and total people (43.2%)
- TEN is the **#1 network in daytime** with an average total audience YTD 273k vs Seven's 254k and Nine's 183k; **TEN News At Five** remains the top daytime program YTD

Sun 25 – Sat 31 Oct 2009

TEN: Week 44 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.6%	36.0%	30.5%	27.2%
9	31.7%	30.1%	32.7%	32.9%
7	35.7%	33.8%	36.8%	39.9%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.0%	35.1%	30.2%	27.3%
9	31.4%	29.7%	32.5%	32.9%
7	36.5%	35.1%	37.3%	39.8%

TEN: Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.6%	37.0%	31.6%	29.0%
9	32.8%	31.4%	33.8%	34.0%
7	33.6%	31.6%	34.6%	37.0%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.7%	35.7%	30.9%	28.7%
9	33.3%	31.9%	34.3%	34.5%
7	34.0%	32.4%	34.8%	36.8%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.6%	36.2%	32.3%	30.7%
9	31.3%	30.4%	32.0%	32.5%
7	35.1%	33.4%	35.7%	36.8%

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. Excludes digital terrestrial channels. Program performance and ranking information is based on OzTAM preliminary times and subject to change with confirmed program logs. Program commercial share figures are based on confirmed times to the nearest minute. Year-on-year comparisons are for Weeks 7 - 44 2008 v 2009 excluding Easter and Olympics.

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 9, week 4 (Week 44 continued)

Sun 25 – Sat 31 Oct 2009

TEN Timeslot wins, 18-49 (CSHR)

- **Rove** (44.7%); also won its timeslot in 25-54 (40.9%) and total people (36.0%)
- **The All New Simpsons** (33.7%)
- **Celebrity MasterChef** (39.5%); also won its timeslot in 25-54 (39.2%)
- **NCIS: Los Angeles** (39.3%); also won its timeslot in 25-54 (37.6%)
- Wednesday's **NCIS Rpt** (35.2%); also won its timeslot in 25-54 (34.7%) and total people (33.6%)
- **Glee** (41.4%); also won its timeslot in 25-54 (36.3%)
- **A Good Year** (34.4%); also won its timeslot in 25-54 (35.9%) and total people (35.9%)

TEN Timeslot wins, 16-39 (CSHR)

- **Rove** (50.5%)
- **Good News Week** (39.2%)
- **The All New Simpsons** (40.1%)
- **The Simpsons Tuesday** (39.2%)
- **Celebrity MasterChef** (42.5%)
- **NCIS: Los Angeles** (43.3%)
- Wednesday's **NCIS Rpt** (39.3%)
- **Glee** (47.7%)
- **A Good Year** (34.1%)
- **The Simpsons** (Mon – Fri) (39.8%)
- **Neighbours** (Mon – Fri) (39.6%)

ONE

- On Monday, ONE had the top 2 shows on sports channels, with the **Sports Tonight** taking the #1 spot and drawing 33,000 viewers (peaking at 67,000 viewers)
- On Tuesday, ONE had the top 10 shows on sports channels, with **Marcos Ambrose: Standing Out Rpt** taking the #1 spot and drawing 42,000 viewers (peaking at 64,000 viewers)
- On Thursday, ONE had the top 7 shows on sports channels, with **UFC Wired** taking the #1 spot and drawing 90,000 viewers (peaking at 142,000 viewers)

Top 10 programs (18-49)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	TWO AND A HALF MEN -MON	9
3	NCIS	TEN
4	THE FORCE - BEHIND THE LINE	7
5	FLASHFORWARD	7
6	ALL SAINTS-THE FINALE	7
7	CELEBRITY MASTERCHEF AUSTRALIA	TEN
8	BEAUTY AND THE GEEK AUSTRALIA	7
9	THE BIG BANG THEORY	9
10	TWO AND A HALF MEN -WED	9

Top 10 programs (16-39)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	BEAUTY AND THE GEEK AUSTRALIA	7
3	NCIS	TEN
4	THE SIMPSONS TUES	TEN
5	CELEBRITY MASTERCHEF AUSTRALIA	TEN
6	TWO AND A HALF MEN -MON	9
7	THE FORCE - BEHIND THE LINE	7
8	THE ALL NEW SIMPSONS TUES	TEN
9	ROVE	TEN
10	GOOD NEWS WEEK	TEN

Top 10 programs (25-54)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	TWO AND A HALF MEN -MON	9
3	NCIS	TEN
4	FLASHFORWARD	7
5	ALL SAINTS-THE FINALE	7
6	THE FORCE - BEHIND THE LINE	7
7	CELEBRITY MASTERCHEF AUSTRALIA	TEN
8	20 TO 1 -TUE	9
9	TWO AND A HALF MEN -WED	9
10	SPICKS AND SPECKS-EV	ABC1