

# WEEKLY RATINGS WRAP



## OzTAM survey period 8, week 3 (Week 39)

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 27.0%

### TEN Highlights:

- **#1 network in 18-49:** Year-to-date TEN has a 34.0% share in 18-49 (up 3.2% year on year)
- **#1 network in 16-39:** Year-to-date TEN has a 37.3% share in 16-39 (up 3.1% year on year)
- TEN won Sunday night prime-time in 16-39 (37.9%)
- **Talkin' 'bout Your Generation rpt** won its timeslot in 18-49 (35.2%) and 16-39 (42.0%)
- **Australian Idol** won its timeslot in 16-39 (36.3%) and 25-54 (33.6%)
- **Rove** won its timeslot in all key demographics: 18-49 (45.7%), 16-39 (48.2%), 25-54 (43.5%) and total people (41.3%).
- **The Spearman Experiment** won its timeslot in 16-39 (36.4%) – week on week audience lifts by 122,000 viewers
- Tuesday's **NCIS Ep 2 Rpt** drew an audience of 1.07 million viewers
- Wednesday's **NCIS Ep 1 rpt** drew an audience of 1.12 million viewers and won its timeslot in all key demographics: 18-49 (41.1%), 16-39 (46.2%), 25-54 (38.0%); Wednesday's #1 show in 16-39
- Wednesday's **NCIS Ep 2 rpt** drew an audience of 1.04 million viewers and won its timeslot in all key demographics: 18-49 (47.0%), 16-39 (51.8%) and 25-54 (44.7%) and total people (43.2%)
- **NCIS – Behind The Scenes** won its timeslot in all key demographics: 18-49 (48.2%), 16-39 (51.4%), 25-54 (47.2%) and total people (46.5%) – drew a strong late night audience of 808k viewers.
- **Glee** won its timeslot in all key demographics: 18-49 (39.9%), 16-39 (44.9%) and 25-54 (36.1%)
- **Rush** drew an audience of 1.01 million viewers
- **2009 AFL Grand Final: St Kilda v Geelong** drew 2.88 million viewers (peaking at 3.62 million) and a commercial share of 89.7%, making it the highest rating sports event of the year across five city metropolitan markets
- **2009 AFL Grand Final: St Kilda v Geelong** is the highest rating Grand Final in Melbourne on record and the year's most watched program in Melbourne and Adelaide
- **AFL Grand Final Day Post Match Presentation** had an audience of 2.45 million viewers and a commercial share of 74.6%
- **TEN News at Five** won its 5-6 pm Mon – Fri timeslot in all key demographics; 18-49 (46.8%), 16-39 (50.0%) and 25-54 (46.4%) and total people (42.0%)
- TEN is the **#1 network in daytime** with an average total audience YTD 280k vs Seven's 259k and Nine's 187k; **TEN News At Five** remains the top daytime program YTD

Sun 20 - Sat 26 Sept 2009

### TEN: Week 39 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>31.0%</b>	<b>34.4%</b>	<b>28.9%</b>	<b>26.3%</b>
9	33.8%	31.1%	35.5%	35.8%
7	35.2%	34.5%	35.6%	37.9%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>30.9%</b>	<b>33.8%</b>	<b>28.9%</b>	<b>26.6%</b>
9	33.7%	31.1%	35.2%	35.7%
7	35.4%	35.1%	35.8%	37.7%

### TEN: Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>34.0%</b>	<b>37.3%</b>	<b>31.9%</b>	<b>29.4%</b>
9	32.6%	31.3%	33.6%	33.9%
7	33.5%	31.3%	34.4%	36.8%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.0%</b>	<b>36.0%</b>	<b>31.2%</b>	<b>29.0%</b>
9	33.2%	31.9%	34.1%	34.4%
7	33.8%	32.1%	34.6%	36.6%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.9%</b>	<b>36.5%</b>	<b>32.7%</b>	<b>31.1%</b>
9	31.3%	30.4%	31.9%	32.4%
7	34.8%	33.0%	35.4%	36.5%

### 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. Australia introduced peplemeters to collect ratings data in 1991. The 2009 AFL Grand Final is the highest ratings AFL Grand Final in Melbourne since this time.

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 8, week 3 (Week 39 continued)

Sun 20 - Sat 26 Sept 2009

## TEN Timeslot wins, 18-49 (CSHR)

- **Talkin' 'bout Your Generation rpt** (35.2%)
- **Rove** (45.7%); also won timeslot in 25-54 (43.5%) and total people (41.3%)
- Wednesday's **NCIS Ep 1 rpt** (41.1%), also won its timeslot in 25-54 (38.0%)
- Wednesday's **NCIS Ep 2 rpt** (47.0%), also won its timeslot in 25-54 (44.7%) and total people (43.2%)
- **NCIS – Behind The Scenes** (48.2%), also won its timeslot in 25-54 (47.2%) and total people (46.5%)
- **Glee** (39.9%); also won timeslot in 25-54 (36.1%)

## TEN Timeslot wins, 16-39 (CSHR)

- **Talkin' 'bout Your Generation rpt** (42.0%)
- **Australian Idol** (36.3%); also won timeslot in 25-54 (33.6%)
- **Rove** (48.2%)
- **The Spearman Experiment** (36.4%)
- Wednesday's **NCIS Ep 1 rpt** (46.2%); Wednesday's #1 show in 16-39
- Wednesday's **NCIS Ep 2 rpt** (51.8%)
- **NCIS - Behind The Scenes** (51.4%)
- **Glee** (44.9%)
- **The Simpsons** (Mon – Fri) (37.5%)
- **Neighbours** (Mon – Fri) (39.0%)

## ONE

- On Sunday, ONE had the top show on sports channels, with the Grand Final Edition of **One Week At A Time** taking the #1 spot, drawing an audience of 89,000 viewers (peaking at 142,000 viewers)
- On Tuesday, ONE had the top 10 shows on sports channels, with **Sports Tonight** taking the #1 spot
- On Wednesday, ONE had the top 3 shows on sports channels, with **Pro Bull Riding** taking the #1 spot and drawing an audience of 70,000 viewers (peaking at 121,000 viewers)
- On Thursday, ONE had the top 2 shows on sports channels, with **UFC Wired** taking the #1 spot and drawing an audience of 74,000 viewers (peaking at 119,000 viewers)
- On Friday, ONE had the top show on sports channels, with **Sports Tonight** drawing an audience of 56,000 viewers
- **AFL Grand Final Day Post Match Review and Celebration** delivered an audience of 208,000 viewers, making it the highest rating event broadcast on ONE, so far.

## Top 10 programs (18-49)

	Program	Network
1	TEN'S AFL FINALS 2009: GRAND FINAL ST KILDA V GEELONG	TEN
2	THE 2009 GRAND FINAL POST MATCH PRESENTATION	TEN
3	PACKED TO THE RAFTERS	7
4	THE 2009 GRAND FINAL PRE MATCH ENTERTAINMENT	TEN
5	HIGHWAY PATROL	7
6	TWO AND A HALF MEN -WED	9
7	RUGBY LEAGUE FINAL SERIES PF2	9
8	THE FORCE - BEHIND THE LINE	7
9	NCIS WED RPT	TEN
10	BORDER SECURITY - AUSTRALIA'S FRONT LINE	7

## Top 10 programs (16-39)

	Program	Network
1	TEN'S AFL FINALS 2009: GRAND FINAL ST KILDA V GEELONG	TEN
2	THE 2009 GRAND FINAL POST MATCH PRESENTATION	TEN
3	PACKED TO THE RAFTERS	7
4	THE 2009 GRAND FINAL PRE MATCH ENTERTAINMENT	TEN
5	HIGHWAY PATROL	7
6	GLEE THURS	TEN
7	NCIS WED RPT	TEN
8	THE SIMPSONS WED EP 2	TEN
9	ROVE	TEN
10	RUGBY LEAGUE FINAL SERIES PF2	9

## Top 10 programs (25-54)

	Program	Network
1	TEN'S AFL FINALS 2009: GRAND FINAL ST KILDA V GEELONG	TEN
2	THE 2009 GRAND FINAL POST MATCH PRESENTATION	TEN
3	PACKED TO THE RAFTERS	7
4	HIGHWAY PATROL	7
5	THE 2009 GRAND FINAL PRE MATCH ENTERTAINMENT	TEN
6	TWO AND A HALF MEN -WED	9
7	RUGBY LEAGUE FINAL SERIES PF2	9
8	SPICKS AND SPECKS-EV	ABC1
9	BORDER SECURITY - AUSTRALIA'S FRONT LINE	7
10	THE FORCE - BEHIND THE LINE	7