

WEEKLY RATINGS WRAP



OzTAM survey period 10, week 3 (Week 47)

- Network Ten Total had a prime-time (18:00 – 22.30) network commercial share of 26.0%

TEN Highlights:

- TEN is competitive in 18-49: Year-to-date TEN has a 33.5% share in 18-49 (up 2.9% year on year)
- TEN won the week in 16-39 with a 35.9% share
- TEN is the #1 network in 16-39: Year-to-date TEN has a 36.9% share in 16-39 (up 2.7% year on year)
- The final episode of **Rove** won its timeslot in all key demographics: 18-49 (47.7%), 16-39 (54.0%), 25-54 (44.4%) and total people (37.6%)
- **Good News Week** won its timeslot in 16-39 (37.7%)
- TEN won Tuesday night prime-time in 16-39 (39.8%)
- **The Simpsons Tuesday Ep 1** won its timeslot in 18-49 (35.1%) and 16-39 (41.9%)
- **The Simpsons Tuesday Ep 2** won its timeslot in 16-39 (46.8%)
- **NCIS** drew an audience of 1.32 million viewers
- **Lie To Me** won its timeslot in all key demographics: 18-49 (37.8%), 16-39 (39.6%), 25-54 (36.8%) and total people (40.4%) – 1.05 million viewers
- TEN won Wednesday night prime-time in all key demographics: 18-49 (36.6%), 16-39 (40.8%) and 25-54 (34.0%).
- **Celebrity MasterChef** won its timeslot in all key demographics: 18-49 (39.5%), 16-39 (42.3%) and 25-54 (38.7%) – 1.08 million viewers
- **NCIS: Los Angeles** won its timeslot in all key demographics: 18-49 (40.4%), 16-39 (44.6%), 25-54 (37.1%) – 1.00 million viewers
- Wednesday's **NCIS Rpt** won its timeslot in all key demographics: 18-49 (37.7%), 16-39 (40.1%) and 25-54 (35.8%)
- **Glee** won its timeslot in all key demographics: 18-49 (42.4%), 16-39 (47.4%) and 25-54 (38.4%)
- **TEN News at Five** won its 5-6 pm Mon – Fri timeslot in all key demographics: 18-49 (46.4%), 16-39 (49.7%) and 25-54 (47.8%) and total people (42.9%)
- TEN is the **#1 network in daytime** with an average total audience YTD k 270vs Seven's 254k and Nine's 182k; **TEN News At Five** remains the top regular daytime program YTD

Sun 15 - Sat 21 Nov 2009

TEN: Week 47 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.9%	35.9%	29.5%	26.8%
9	32.5%	30.8%	33.3%	33.4%
7	35.7%	33.2%	37.1%	39.8%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.0%	34.6%	29.0%	26.7%
9	33.3%	31.5%	34.3%	34.4%
7	35.6%	33.9%	36.7%	38.9%

TEN: Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.5%	36.9%	31.4%	28.8%
9	32.7%	31.3%	33.7%	34.0%
7	33.8%	31.8%	34.9%	37.2%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.6%	35.6%	30.8%	28.6%
9	33.2%	31.8%	34.2%	34.4%
7	34.2%	32.6%	35.0%	37.0%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.5%	36.1%	32.2%	30.6%
9	31.3%	30.4%	32.0%	32.4%
7	35.2%	33.5%	35.8%	37.0%

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 - 47 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 10, week 3 (Week 47 continued)

Sun 15- Sat 21 Nov 2009

TEN Timeslot wins, 18-49 (CSHR)

- **Rove** (47.7%); also won in 25-54 (44.4%) and total people (37.6%)
- **The Simpsons Tuesday Ep 1** (35.1%)
- **Lie To Me** (37.8%); also won in 25-54 (36.8%) and total people (40.4%)
- **Celebrity MasterChef** (39.5%); also won in 25-54 (38.7%)
- **NCIS: Los Angeles** (40.4%); also won in 25-54 (37.1%)
- Wednesday's **NCIS Rpt** (37.7%); also won in 25-54 (35.8%)
- **Glee** (42.4%); also won in 25-54 (38.4%)
- **Neighbours** (33.5%)

TEN Timeslot wins, 16-39 (CSHR)

- **Rove** (54.0%)
- **Good News Week** (37.7%)
- **The Simpsons Tuesday Ep 1** (41.9%)
- **The Simpsons Tuesday Ep 2** (46.8%)
- **Lie To Me** (39.6%)
- **Celebrity MasterChef** (42.3%)
- **NCIS: Los Angeles** (44.6%)
- Wednesday's **NCIS Rpt** (40.1%)
- **Glee** (47.4%)
- **The Simpsons** (Mon – Fri) (40.9%)
- **Neighbours** (Mon – Fri) (41.0%)

ONE

- Across the week, ONE had 8 of the top 10 shows on sports channels.
- On Monday, ONE had the top 7 show on sports channels with **Rugby: Grand Slam Tour Replay** taking the #1 spot and drawing 47,000 viewers
- On Tuesday, ONE had the top 7 shows on sports channels, with **Sports Tonight** taking the #1 spot and drawing 37,000 viewers
- On Wednesday, ONE had the top 8 shows on sports channels, with **Slamball** taking the #1 spot and drawing 43,000 viewers
- On Thursday, ONE had the top 8 shows on sports channels, with **UFC Wired** taking the #1 spot and drawing 73,000 viewers

Top 10 programs (18-49)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	TWO AND A HALF MEN -MON	9
3	THE BIG BANG THEORY	9
4	BONES	7
5	FLASHFORWARD	7
6	NCIS	TEN
7	THE FORCE - BEHIND THE LINE	7
8	SPICKS AND SPECKS-EV	ABC1
9	GOOD NEWS WEEK	TEN
10	BEAUTY AND THE GEEK AUSTRALIA	7

Top 10 programs (16-39)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	TWO AND A HALF MEN -MON	9
3	NCIS	TEN
4	THE BIG BANG THEORY	9
5	THE SIMPSONS TUES EP 2	TEN
6	FLASHFORWARD	7
7	GOOD NEWS WEEK	TEN
8	BONES	7
9	BEAUTY AND THE GEEK AUSTRALIA	7
10	THE SIMPSONS TUES	TEN

Top 10 programs (25-54)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	TWO AND A HALF MEN -MON	9
3	BONES	7
4	THE FORCE - BEHIND THE LINE	7
5	THE BIG BANG THEORY	9
6	FLASHFORWARD	7
7	SPICKS AND SPECKS-EV	ABC1
8	NCIS	TEN
9	BORDER SECURITY - AUSTRALIA'S FRONT LINE	7
10	THE MENTALIST	9