

# WEEKLY RATINGS WRAP



## OzTAM survey period 7, week 3 (Week 35)

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 28.7%

### TEN Highlights:

- **#1 network in 18-49:** Year-to-date TEN has a 34.3% share in 18-49 (up 3.4% year on year)
- TEN won the week in 16-39 with a 35.8% share
- **#1 network in 16-39:** Year-to-date TEN has a 37.7% share in 16-39 (up 3.4% year on year)
- TEN won Sunday night prime-time in 18-49 (37.8%), 16-39 (41.2%) and 25-54 (34.2%)
- **Australian Idol – Top 100** is Sunday's #1 show in 18-49 and 25-54
- Across the week, **Australian Idol** was a timeslot winner in all key demographics 18-49 (38.0%), 16-39 (39.8%) and 25-54 (36.0%)
- **Rove** won its timeslot in all key demographics: 18-49 (40.5%), 16-39 (43.2%) and 25-54 (36.5%) – Sunday's #1 show in 16-39
- TEN won Monday night prime-time in 18-49 (33.9%) and 16-39 (37.9% CSHR)
- **Good News Week** won its timeslot in all key demographics: 18-49 (36.4%), 16-39 (39.8%) and 25-54 (34.8%) – 1.02 million viewers: Monday's #1 show in 18-49 and 16-39.
- **NCIS Ep 1 rpt** drew an audience of 1.11 million viewers
- **NCIS Ep 2 rpt** won its timeslot in 16-39 (37.0%) - 1.13 million viewers
- TEN won Thursday night prime-time in all key demographics: 18-49 (37.0%), 16-39 (39.5%) and 25-54 (35.4%).
- **Rush** was Thursday's #1 show in all key demographics; won its timeslot in all key demos: 18-49 (40.4%), 16-39 (40.9%), 25-54 (40.1%) and total people (41.8%) – 1.31 million viewers; TEN's best performing Australian drama series since 2001
- **TEN News at Five** won its 5-6 pm Monday – Friday timeslot in all key demographics; 18-49 (47.2%), 16-39 (51.2%) and 25-54 (46.2%) and total people (41.0%)
- TEN is the **#1 network in daytime** with an average total audience YTD 285k vs Seven's 261k and Nine's 190k; **TEN News At Five** remains the top daytime program YTD

## Sun 23 – Sat 29 August 2009

### TEN: Week 35 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>32.9%</b>	<b>35.8%</b>	<b>31.1%</b>	<b>28.4%</b>
9	33.4%	32.2%	34.4%	34.1%
7	33.7%	32.0%	34.5%	37.5%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>32.0%</b>	<b>34.3%</b>	<b>30.4%</b>	<b>28.2%</b>
9	33.5%	32.4%	34.7%	34.3%
7	34.5%	33.3%	34.9%	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
<b>TEN</b>	<b>34.3%</b>	<b>37.7%</b>	<b>32.3%</b>	<b>29.7%</b>
9	32.3%	31.1%	33.3%	33.7%
7	33.4%	31.2%	34.4%	36.6%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.4%</b>	<b>36.4%</b>	<b>31.6%</b>	<b>29.4%</b>
9	32.9%	31.7%	33.9%	34.2%
7	33.7%	31.9%	34.6%	36.4%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>34.1%</b>	<b>36.7%</b>	<b>32.8%</b>	<b>31.2%</b>
9	31.3%	30.5%	31.9%	32.4%
7	34.7%	32.9%	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 3 (Week 35 continued)

Sun 23 – Sat 29 August 2009

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

- **Australian Idol – Top 100** (40.7%); also won timeslot in 25-54 (37.2%)
- **Rove** (40.5%); also won timeslot in 25-54 (36.5%)
- **Australian Idol – Semi Final 1** (38.0%)
- **Good News Week** (36.4%); also won timeslot in 25-54 (34.8%)
- **Australian Idol – Semi Final 3** (35.6%); also won timeslot in 25-54 (35.3%)
- **Australian Idol – Semi Final 4** (41.3%); also won timeslot in 25-54 (39.5%) and total people (37.8%)
- **Rush** (40.4%); also won timeslot in 25-54 (40.1%) and total people (41.8%).
- **Neighbours** (Mon – Fri) (35.9%)

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

- **Australian Idol – Top 100** (44.2%)
- **Rove** (43.2%)
- **Australian Idol – Semi Final 1** (39.9%)
- **Good News Week** (39.8%)
- **NCIS Ep 2 rpt** (37.0%)
- **Australian Idol – Semi Final 4** (42.1%)
- **Rush** (40.9%)
- **The Simpsons** (Mon – Fri) (39.2%)
- **Neighbours** (Mon – Fri) (44.7%)
- **The 7PM Project** (34.1%)

## AFL

- **Hawthorn v Essendon** won its timeslot in total people in Melbourne (69.9%), Brisbane (38.1%) and Perth (58.5%)
- **Port Adelaide v Kangaroos** won its timeslot in total people in Adelaide (42.2%)
- **Carlton v Adelaide** won its timeslot in total people in Adelaide (69.7%)
- **Before the Game** won its timeslot in total people in Melbourne (41.0%) and Adelaide (42.1%)

## ONE

- **European FIA Formula One World Championship 2009** had an audience of 133,000 viewers (peaking at 233,000 viewers)
- **One Week At A Time** drew its highest audience to date with 98,000 viewers (peaking at 156,000 viewers)
- On Tuesday, ONE had the top 5 shows on sports channels, with the FIA Formula One World Championship 2009 rpt taking the #1 spot
- On Wednesday, ONE had the top 7 shows on sports channels, with Pro Bull Riding the #1 show
- **Thursday Night Live** was Thursday's #1 show on sports channels with an audience of 65,000 viewers (peaking at 134,000 viewers).

## Top 10 programs (18-49)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	SPICKS AND SPECKS-EV	ABC1
3	AUSTRALIAN IDOL - TOP 100	TEN
4	TWO AND A HALF MEN -WED	9
5	GOOD NEWS WEEK	TEN
6	RUSH	TEN
7	TWO AND A HALF MEN	9
8	AUSTRALIAN IDOL - SEMI FINAL 1	TEN
9	AUSTRALIAN IDOL - SEMI FINAL 4	TEN
10	AIR WAYS	7

## Top 10 programs (16-39)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	GOOD NEWS WEEK	TEN
3	AUSTRALIAN IDOL - SEMI FINAL 1	TEN
4	ROVE	TEN
5	AUSTRALIAN IDOL - TOP 100	TEN
6	RUSH	TEN
7	SPICKS AND SPECKS-EV	ABC1
8	AUSTRALIAN IDOL - SEMI FINAL 4	TEN
9	TWO AND A HALF MEN -WED	9
10	THE FARMER WANTS A WIFE	9

## Top 10 programs (25-54)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	SPICKS AND SPECKS-EV	ABC1
3	TWO AND A HALF MEN -WED	9
4	RUSH	TEN
5	TWO AND A HALF MEN	9
6	AIR WAYS	7
7	GOOD NEWS WEEK	TEN
8	HARRY POTTER AND THE ORDER OF THE PHOENIX	9
9	AUSTRALIAN IDOL - TOP 100	TEN
10	SEVEN NEWS - SUN	7