

TEN LAUNCHES HOT NEW SUNDAY LINE-UP

1 February 2010

Last night TEN kicked off 2010 with a taste of its competitive new Sunday night line-up. Hitting screens were new Sunday night regulars **The Biggest Loser** and **House**, as well as the first audition episode of the new season of **So You Think You Can Dance Australia**.*

In the 6:30 pm timeslot, the season premiere of **The Biggest Loser** peaked at 1.50 million viewers. An average audience of 1.18 million viewers tuned in to watch new host Hayley Lewis introduce this year's contestants. Across the hour, **The Biggest Loser** dominated its timeslot in all key demographics.

The Biggest Loser (18:31 – 19:37)

5 Metro Markets	Network 10	Network 9	Network 7	Total Commercial Digital Channels
CSHR Ppl 18-49	39.2%	25.1%	27.1%	8.5%
CSHR Ppl 16-39	40.7%	24.2%	26.1%	9.0%
CSHR Ppl 25-54	37.5%	26.1%	27.7%	8.6%
Total People	1.18 million	1.05 million	1.35 million	276 k

Against tough competition from live coverage of the One Day cricket and the Australian Open Men's Final, the third season of **So You Think You Can Dance Australia** kicked off with a peak audience of 1.51 million viewers. Across its timeslot **Dance** drew an average audience of 1.18 million viewers.

So You Think You Can Dance Australia – Audition 1 (19:37 – 21:13)

5 Metro Markets	Network 10	Network 9	Network 7	Total Commercial Digital Channels
CSHR Ppl 18-49	30.6%	15.3%	44.2%	9.9%
CSHR Ppl 16-39	32.6%	13.9%	43.3%	10.2%
CSHR Ppl 25-54	29.2%	16.7%	44.4%	9.7%
Total People	1.18 million	820 k	2.35 million	334 k

In the later timeslot, the sixth season of **House** returned with a movie-length episode. Over its timeslot, Episode 1 drew an average audience of 1.04 million viewers. Episode 2 drew an average audience of 1.04 million viewers and won its timeslot in all key demographics.

House Episode 1 (21:13 – 22:11)

5 Metro Markets	Network 10	Network 9	Network 7	Total Commercial Digital Channels
CSHR Ppl 18-49	27.9%	14.9%	48.2%	9.0%
CSHR Ppl 16-39	30.0%	13.7%	47.2%	9.1%
CSHR Ppl 25-54	28.1%	16.3%	47.2%	8.4%
Total People	1.04 million	809 k	2.35 million	289 k

House Episode 2 (22:11 – 23:10)

5 Metro Markets	Network 10	Network 9	Network 7	Total Commercial Digital Channels
CSHR Ppl 18-49	36.8%	19.3%	36.8%	7.1%
CSHR Ppl 16-39	38.0%	19.0%	35.5%	7.6%
CSHR Ppl 25-54	37.6%	19.9%	35.9%	6.6%
Total People	1.04 million	846 k	1.37 million	180 k

TEN's chief programming officer, David Mott, said: "We're delighted to start the year with the return of some of our most popular franchises. **The Biggest Loser** and **So You Think You Can Dance Australia** are compelling viewing for fans of 'big event' TV. Both programs have developed a hugely loyal following and consistently deliver strong audiences for TEN in our targeted demographics."

"Last night's premieres pave the way for our full Sunday night line-up which launches next week. The new schedule sets TEN up for a must-watch Sunday night, delivering something for everyone with the right mix of 'big event' TV, Australia's favourite comedy and the best US dramas," Mr Mott said.

TEN's new Sunday night line-up kicks off on February 7.

6:30 pm The Biggest Loser
 7:30 pm Talkin' 'bout Your Generation (Season 2 Premiere)
 8:30 pm The Good Wife (Series Premiere)
 9:30 pm House

* So You Think You Can Dance Australia's performance shows move to Wednesday nights from February 10.

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Please note: Any reference to or reporting of ratings data in this release must be sources OzTAM. All figures relate to metro (5 mainland capital cities). All data is based on Overnights (live + as-live viewing). Program ratings are based on OzTAM preliminary times and are subject to change with confirmed program logs. TEN programs are calculated on confirmed telecast times to the nearest minute. Commercial share includes figures for Seven, Nine, TEN, 7TWO, GO! and ONE. Total Commercial Digital Channels is the combination of 7TWO, GO! and ONE.