

WEEKLY RATINGS WRAP



OzTAM Survey Week 27 (Survey Period 5, Week 3)

27 June - 3 July 2010



Primary 3-Station Commercial Share Highlights of Week 27 – TEN (Primary Channel)

- TEN won Week 27 in 16-39, finishing the week on 37.6%; Year-to-date TEN is No.1 in 16-39 with 36.3%
- TEN won Week 27 in 18-49, finishing the week on 35.7%; Year-to-date TEN is No.2 in 18-49 with 33.8%
- TEN won Week 27 in 25-54, finishing the week on 34.9%
- TEN won Monday night prime-time in all key demographics: 18-49 (40.3%), 16-39 (42.4%) and 25-54 (38.8%).
- TEN won Wednesday night prime-time in all key demographics: 18-49 (41.6%), 16-39 (45.2%) and 25-54 (39.7%)
- TEN won Thursday night prime-time in all key demographics: 18-49 (38.1%), 16-39 (38.0%) and 25-54 (36.9%)
- **Merlin** was watched by 1.09 million viewers
- **MasterChef Australia – Challenge** won its timeslot in all key demographics: 18-49 (48.5%), 16-39 (51.9%), 25-54 (48.5%) and total people (41.0%) - 1.78 million viewers
- **House** won its timeslot in 18-49 (36.2%) and 16-39 (39.0%)
- **Good News Week** won its timeslot in all key demographics: 18-49 (42.4%), 16-39 (44.3%), 25-54 (40.0%) and total people (37.7%) – 1.07 million viewers
- **Modern Family** won its timeslot in all key demographics: 18-49 (45.5%), 16-39 (48.9%), 25-54 (45.0%) and total people (40.1%) - 1.55 million viewers
- **NCIS Rpt** was watched by 1.19 million viewers
- **Lie To Me** won its timeslot in all key demographics: 18-49 (39.7%), 16-39 (43.9%) and 25-54 (37.6%) – 1.08 million viewers
- **MasterChef Australia** (Mon – Thur) won its timeslot in all key demographics: 18-49 (54.6%), 16-39 (56.0%), 25-54 (54.7%) and total people (48.5%) – 1.90 million viewers
- **MasterChef Australia – MasterClass** won its timeslot in all key demographics: 18-49 (41.7%), 16-39 (43.3%), 25-54 (43.4%) and total people (38.4%) – 1.30 million viewers

All ratings data must be sourced OzTAM:

Data for Week 27 is based on Overnights (Live + As Live viewing). Year-to-date figures reflect Weeks 7 – 27, 2010 (excluding Easter) and are Consolidated, except for the most recent week. Unless otherwise stated, all share / audience figures relate to metro (5 mainland capital cities) Primary 3-station commercial prime-time (Zone 1: 18:00 – 22:30 Sunday – Saturday) or daytime (09:00 – 18:00, Mon-Fri) share. Program performance and ranking information is based on OzTAM preliminary times and is subject to change with confirmed program logs. Commercial share figures are based on confirmed times to the nearest minute. Primary 3-station commercial share is based on Seven, Nine and TEN only. Free-to-air share figures relate to metro 5 mainland capital cities free-to-air prime-time (18:00 – 22:30) share. Includes figures for each network's primary and digital channel/s.

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Timeslot wins: 18-49 (Primary 3-Station CSHR)

- **MasterChef Australia – Challenge** (48.5%)
- **House** (36.2%)
- **Good News Week** (42.4%)
- **Modern Family** (45.5%)
- **Lie To Me** (39.7%)
- **MasterChef Australia (Mon – Thurs)** (54.6%)
- **MasterChef Australia MasterClass** (41.7%)

Timeslot wins: 16-39 (Primary 3-Station CSHR)

- **MasterChef Australia – Challenge** (51.9%)
- **House** (39.0%)
- **Good News Week** (44.3%)
- **Modern Family** (48.9%)
- **Lie To Me** (43.9%)
- **The Simpsons** (37.1%)
- **The 7PM Project** (35.0%)
- **MasterChef Australia (Mon – Thurs)** (56.0%)
- **MasterChef Australia - MasterClass** (43.3%)

Timeslot wins: 25-54 (Primary 3-Station CSHR)

- **MasterChef Australia – Challenge** (48.5%)
- **Good News Week** (40.0%)
- **Modern Family** (45.0%)
- **Lie To Me** (37.6%)
- **MasterChef Australia (Mon – Thurs)** (54.7%)
- **MasterChef Australia - MasterClass** (43.4%)

Timeslot wins: Ttl Ppl (Primary 3-Station CSHR)

- **MasterChef Australia – Challenge** (41.0%)
- **Good News Week** (37.7%)
- **Modern Family** (40.1%)
- **MasterChef Australia (Mon – Thurs)** (48.5%)
- **MasterChef Australia - MasterClass** (38.4%)

News and Daytime

- **TEN News at Five** won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (48.9%), 16-39 (51.2%), 25-54 (48.5%) and total people (42.2%); Top daytime program YTD
- TEN is No. 1 in daytime with an average total audience YTD of 250 v Seven's 208k and Nine's 182k

Sport on TEN

- **AFL: Carlton v Brisbane Lions** won its timeslot in total people in Melbourne (41.8%)
- **AFL: Adelaide v Essendon** won its timeslot in total people in Adelaide (56.2%)
- **AFL: Fremantle v Port Adelaide** won its timeslot in total people in Adelaide (55.8%) and Perth (69.5%)

Top 20 programs (18-49)

	Program	Network
1	UNDERBELLY: THE GOLDEN MILE	9
2	MASTERCHEF AUSTRALIA	TEN
3	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
4	PACKED TO THE RAFTERS	7
5	MODERN FAMILY	TEN
6	THE GRUEN TRANSFER-EV	ABC1
7	NINE NEWS SUNDAY	9
8	THE BIG BANG THEORY	9
9	SPICKS AND SPECKS-EV	ABC1
10	GOOD NEWS WEEK	TEN
11	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
12	TWO AND A HALF MEN	9
13	RBT	9
14	LIE TO ME	TEN
15	DESPERATE HOUSEWIVES	7
16	CUSTOMS	9
17	MINUTE TO WIN IT	7
18	NCIS RPT	TEN
19	60 MINUTES	9
20	SEVEN NEWS - SUN	7

Top 20 programs (16-39)

	Program	Network
1	UNDERBELLY: THE GOLDEN MILE	9
2	MASTERCHEF AUSTRALIA	TEN
3	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
4	MODERN FAMILY	TEN
5	PACKED TO THE RAFTERS	7
6	THE GRUEN TRANSFER-EV	ABC1
7	THE BIG BANG THEORY	9
8	GOOD NEWS WEEK	TEN
9	SPICKS AND SPECKS-EV	ABC1
10	HOW I MET YOUR MOTHER-THU (R)	7
11	NINE NEWS SUNDAY	9
12	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
13	TWO AND A HALF MEN	9
14	LIE TO ME	TEN
15	HOW I MET YOUR MOTHER	7
16	RBT	9
17	DESPERATE HOUSEWIVES	7
18	NCIS RPT	TEN
19	MERLIN	TEN
20	MINUTE TO WIN IT	7

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Top 20 programs (25-54)

		Network
1	UNDERBELLY: THE GOLDEN MILE	9
2	MASTERCHEF AUSTRALIA	TEN
3	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
4	PACKED TO THE RAFTERS	7
5	MODERN FAMILY	TEN
6	THE GRUEN TRANSFER-EV	ABC1
7	NINE NEWS SUNDAY	9
8	SPICKS AND SPECKS-EV	ABC1
9	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
10	THE BIG BANG THEORY	9
11	RBT	9
12	TWO AND A HALF MEN	9
13	GOOD NEWS WEEK	TEN
14	CUSTOMS	9
15	SEVEN NEWS - SUN	7
16	NCIS RPT	TEN
17	LIE TO ME	TEN
18	60 MINUTES	9
19	HIGHWAY PATROL-WED (R)	7
20	DANCING WITH THE STARS	7

Top 20 programs (Total People)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	MASTERCHEF AUSTRALIA	TEN
3	UNDERBELLY: THE GOLDEN MILE	9
4	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
5	NINE NEWS SUNDAY	9
6	SEVEN NEWS - SUN	7
7	MODERN FAMILY	TEN
8	SEVEN NEWS	7
9	SEVEN NEWS - SAT	7
10	DANCING WITH THE STARS	7
11	TODAY TONIGHT	7
12	THE GRUEN TRANSFER-EV	ABC1
13	CUSTOMS	9
14	DOC MARTIN-EV	ABC1
15	NINE NEWS	9
16	SPICKS AND SPECKS-EV	ABC1
17	RBT	9
18	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
19	TWO AND A HALF MEN	9
20	MINUTE TO WIN IT	7

Week 27 at a Glance:

Primary 3-station commercial share 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	35.7%	37.6%	34.9%	31.5%
9	31.5%	30.8%	32.2%	32.2%
7	32.8%	31.6%	32.9%	36.3%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.6%	36.3%	33.9%	30.9%
9	31.6%	30.8%	32.3%	32.6%
7	33.8%	32.9%	33.8%	36.4%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	35.4%	36.9%	34.6%	32.3%
9	30.9%	30.0%	31.6%	32.0%
7	33.7%	33.1%	33.8%	35.7%

Year-to-date at a Glance:

Primary 3-station commercial share 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.8%	36.3%	32.6%	29.5%
9	34.0%	32.8%	34.5%	34.8%
7	32.2%	31.0%	32.9%	35.7%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.8%	35.0%	31.7%	29.1%
9	34.5%	33.3%	34.9%	35.2%
7	32.7%	31.7%	33.3%	35.6%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.3%	35.1%	32.4%	30.5%
9	33.6%	32.7%	34.0%	34.3%
7	33.1%	32.2%	33.7%	35.2%

Free-to-air Share: Week 27 (6pm – 10:30 pm - Zone 1)

ABC			Seven Network		Nine Network		Network Ten		SBS	
ABC1	ABC2	ABC3	7	7TWO	9	GO!	TEN	ONE	SBS ONE	SBS TWO
15.9%	1.8%	0.6%	25.2%	3.0%	22.4%	3.4%	21.9%	1.1%	4.3%	0.5%