



Primary 3-Station Commercial Share Highlights of Week 29 – TEN (Primary Channel)

- TEN won Week 29 in total people, finishing the week on 34.0%
- TEN's best week in Primary 3-Station CSHR in all key demographics:
 - TEN won Week 29 in 16-39, finishing the week on 42.8%; Year-to-date TEN is No.1 in 16-39 with 36.8%
 - TEN won Week 29 in 18-49, finishing the week on 39.5%; Year-to-date TEN is No.1 in 18-49 with 34.4%
 - TEN won Week 29 in 25-54, finishing the week on 38.3%; Year-to-date TEN is No. 2 in 25-54 with 33.1%
- TEN won Sunday night prime-time in all key demographics: 18-49 (42.8%), 16-39 (46.0%), 25-54 (41.0%) and total people (34.6%)
- TEN won Monday night prime-time in all key demographics: 18-49 (39.8%), 16-39 (43.8%) and 25-54 (38.6%)
- TEN won Tuesday night prime-time in 18-49 (34.4%) and 16-39 (37.1%)
- TEN won Wednesday night prime-time in all key demographics 18-49 (43.9%), 16-39 (48.3%), 25-54 (42.4%) and total people (36.3%)
- TEN won Thursday night prime-time in all key demographics: 18-49 (43.3%), 16-39 (45.6%), 25-54 (42.7%) and total people (38.2%)
- TEN won Friday night prime-time in all key demographics: 18-49 (38.7%), 16-39 (42.8%) and 25-54 (36.8%)
- **MasterChef Australia – Challenge** won its timeslot in all key demographics: 18-49 (56.9%), 16-39 (61.0%), 25-54 (54.9%) and total people (46.0%) - 1.87 million viewers
- **The Good Wife** won its timeslot in all key demographics: 18-49 (43.5%), 16-39 (46.2%), 25-54 (42.8%) and total people (38.0%) – 1.10 million viewers
- The season final of **House** won its timeslot in all key demographics: 18-49 (49.1%), 16-39 (51.8%), 25-54 (46.1%) and total people (38.8%)
- **Just For Laughs: Montreal Comedy Festival 2010** won its timeslot in all key demographics: 18-49 (37.3%), 16-39 (42.3%) and 25-54 (36.2%) – 959,000 viewers
- **Modern Family** won its timeslot in all key demographics: 18-49 (43.9%), 16-39 (45.5%), 25-54 (42.4%) and total people (38.5%) - 1.52 million viewers
- **NCIS: Los Angeles** won its timeslot in 16-39 (37.4%) and total people (41.5%) 930,000 viewers
- **Lie To Me** won its timeslot in all key demographics: 18-49 (41.3%), 16-39 (45.6%) and 25-54 (39.8%) – 950,000 viewers
- The season return of **Bondi Vet** won its timeslot in all key demographics: 18-49 (43.7%), 16-39 (44.1%), 25-54 (44.4%) and total people (41.7%) – 1.34 million viewers (highest ever audience)
- **MasterChef Australia** (Mon – Thur) won its timeslot in all key demographics: 18-49 (60.2%), 16-39 (62.1%), 25-54 (60.2%) and total people (54.0%) – 2.11 million viewers (best Overnight weekly audience of the season)
- **MasterChef Australia – MasterClass** won its timeslot in all key demographics: 18-49 (43.4%), 16-39 (46.1%), 25-54 (41.9%) and total people (37.4%) – 1.25 million viewers
- **Jamie Oliver's Food Revolution** won its timeslot in all key demographics: 18-49 (40.5%), 16-39 (44.5%), 25-54 (38.4%) and total people (35.2%) – 947,000 viewers

All ratings data must be sourced OzTAM:

Data for Week 29 is based on Overnights (Live + As Live viewing). Year-to-date figures reflect Weeks 7 – 29, 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.

TEN's best week based on Weeks 7 – 29, 2010, excluding Easter (Week 7 – 28: Consolidated, Week 29: Overnights). Best Bondi Vet audience is based on Weeks 6-20, 2009, Week 29, 2010 (2009: Live only, 2010: Overnights). MasterChef Australia highest weekly audience based on Weeks 18-29, 2010 (Overnights).

WEEKLY RATINGS WRAP



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

- **MasterChef Australia – Challenge** (56.9%)
- **The Good Wife** (43.5%)
- **House** (49.1%)
- **Just For Laughs: Montreal Comedy Festival** (37.3%)
- **Modern Family** (43.9%)
- **Lie To Me** (41.3%)
- **Bondi Vet** (43.7%)
- **The 7pm Project** (35.8%)
- **MasterChef Australia (Mon – Thurs)** (60.2%)
- **MasterChef Australia MasterClass** (43.4%)
- **Jamie Oliver’s Food Revolution** (40.5%)

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

- **MasterChef Australia – Challenge** (61.0%)
- **The Good Wife** (46.2%)
- **House** (51.8%)
- **Just For Laughs: Montreal Comedy Festival** (42.3%)
- **Modern Family** (45.5%)
- **NCIS: Los Angeles** (37.4%)
- **Lie To Me** (45.6%)
- **Bondi Vet** (44.1%)
- **The Simpsons** (37.2%)
- **The 7pm Project** (37.7%)
- **MasterChef Australia (Mon – Thurs)** (62.1%)
- **MasterChef Australia - MasterClass** (46.1%)
- **Jamie Oliver’s Food Revolution** (44.5%)

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

- **MasterChef Australia – Challenge** (54.9%)
- **The Good Wife** (42.8%)
- **House** (46.1%)
- **Just For Laughs: Montreal Comedy Festival** (36.2%)
- **Modern Family** (42.4%)
- **Lie To Me** (39.8%)
- **Bondi Vet** (44.4%)
- **MasterChef Australia (Mon – Thurs)** (60.2%)
- **MasterChef Australia - MasterClass** (41.9%)
- **Jamie Oliver’s Food Revolution** (38.4%)

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

- **MasterChef Australia – Challenge** (46.0%)
- **The Good Wife** (38.0%)
- **House** (38.8%)
- **Modern Family** (38.5%)
- **NCIS: Los Angeles** (41.5%)
- **Bondi Vet** (41.7%)
- **MasterChef Australia (Mon – Thurs)** (54.0%)
- **MasterChef Australia - MasterClass** (37.4%)
- **Jamie Oliver’s Food Revolution** (35.2%)

News and Daytime

- **TEN News at Five** won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (50.4%), 16-39 (53.6%), 25-54 (50.0%) and total people (43.5%); Top daytime program YTD
- TEN is No. 1 in daytime with an average total audience YTD of 252k v Seven’s 207k and Nine’s 181k

Sport on TEN

- **AFL: Essendon v West Coast** won its timeslot in total people in Perth (45.7%)
- **AFL: Western Bulldogs v Port Adelaide** won its timeslot in total people in Melbourne (39.1%), Adelaide (41.7%)
- **AFL: Collingwood v St Kilda** won its timeslot in total people in Sydney (40.5%), Melbourne (65.9%), Adelaide (66.8%) and Perth (82.3%)

Top 20 programs (18-49)

	Program	Network
1	MASTERCHEF AUSTRALIA	TEN
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	PACKED TO THE RAFTERS	7
4	MODERN FAMILY	TEN
5	THE GRUEN TRANSFER-EV	ABC1
6	BONDI VET	TEN
7	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
8	THE GOOD WIFE	TEN
9	TOP GEAR	9
10	SPICKS AND SPECKS-EV	ABC1
11	JUST FOR LAUGHS - MONTREAL COMEDY FESTIVAL 2010	TEN
12	DESPERATE HOUSEWIVES	7
13	NINE NEWS SUNDAY	9
14	SEVEN NEWS - SUN	7
15	JAMIE OLIVER'S FOOD REVOLUTION	TEN
16	THE BIG BANG THEORY -MON	9
17	RBT	9
18	LIE TO ME	TEN
19	HOW I MET YOUR MOTHER-THU (R)	7
20	TWO AND A HALF MEN -MON	9

Top 20 programs (16-39)

	Program	Network
1	MASTERCHEF AUSTRALIA	TEN
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	MODERN FAMILY	TEN
4	PACKED TO THE RAFTERS	7
5	THE GRUEN TRANSFER-EV	ABC1
6	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
7	JUST FOR LAUGHS - MONTREAL COMEDY FESTIVAL 2010	TEN
8	BONDI VET	TEN
9	JAMIE OLIVER'S FOOD REVOLUTION	TEN
10	THE GOOD WIFE	TEN
11	TOP GEAR	9
12	SPICKS AND SPECKS-EV	ABC1
13	LIE TO ME	TEN
14	DESPERATE HOUSEWIVES	7
15	HOW I MET YOUR MOTHER-THU (R)	7
16	THE BIG BANG THEORY -MON	9
17	NINE NEWS SUNDAY	9
18	HOW I MET YOUR MOTHER	7
19	RBT	9
20	THE 7PM PROJECT	TEN

WEEKLY RATINGS WRAP



Top 20 programs (25-54)

		Network
1	MASTERCHEF AUSTRALIA	TEN
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	PACKED TO THE RAFTERS	7
4	MODERN FAMILY	TEN
5	THE GRUEN TRANSFER-EV	ABC1
6	BONDI VET	TEN
7	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
8	THE GOOD WIFE	TEN
9	SPICKS AND SPECKS-EV	ABC1
10	NINE NEWS SUNDAY	9
11	TOP GEAR	9
12	SEVEN NEWS - SUN	7
13	JUST FOR LAUGHS - MONTREAL COMEDY FESTIVAL 2010	TEN
14	DESPERATE HOUSEWIVES	7
15	JAMIE OLIVER'S FOOD REVOLUTION	TEN
16	RBT	9
17	LIE TO ME	TEN
18	A CURRENT AFFAIR	9
19	DANCING WITH THE STARS	7
20	THE BIG BANG THEORY -MON	9

Top 20 programs (Total People)

	Program	Network
1	MASTERCHEF AUSTRALIA	TEN
2	PACKED TO THE RAFTERS	7
3	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
4	SEVEN NEWS - SUN	7
5	MODERN FAMILY	TEN
6	NINE NEWS SUNDAY	9
7	DOC MARTIN-EV	ABC1
8	SEVEN NEWS	7
9	TODAY TONIGHT	7
10	BONDI VET	TEN
11	NINE NEWS	9
12	THE GRUEN TRANSFER-EV	ABC1
13	DANCING WITH THE STARS	7
14	SEVEN NEWS - SAT	7
15	RBT	9
16	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
17	A CURRENT AFFAIR	9
18	SPICKS AND SPECKS-EV	ABC1
19	SEA PATROL	9
20	SEND IN THE DOGS	9

Week 29 at a Glance:

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	39.5%	42.8%	38.3%	34.0%
9	30.7%	29.0%	31.4%	32.1%
7	29.8%	28.2%	30.2%	33.9%

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.4%	36.8%	33.1%	29.9%
9	33.7%	32.5%	34.3%	34.6%
7	31.9%	30.7%	32.6%	35.4%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	37.9%	40.7%	37.0%	33.3%
9	31.5%	29.9%	32.1%	32.6%
7	30.6%	29.3%	30.9%	34.1%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.3%	35.5%	32.2%	29.5%
9	34.2%	33.0%	34.7%	35.1%
7	32.5%	31.5%	33.1%	35.4%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	38.0%	40.3%	37.2%	34.5%
9	30.5%	29.2%	31.0%	31.7%
7	31.5%	30.5%	31.8%	33.9%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.7%	35.5%	32.8%	30.9%
9	33.3%	32.5%	33.7%	34.1%
7	32.9%	32.0%	33.5%	35.0%

Free-to-air Share: Week 29 (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
15.8%	1.6%	0.8%	23.2%	3.1%	22.0%	3.3%	23.3%	1.3%	5.1%	0.4%