

# WEEKLY RATINGS WRAP



OzTAM Survey Week 8 (Survey Period 1, Week 2)

14-20 February 2010



## Highlights of Week 8 – TEN (Primary Channel)

TEN won Sunday night prime-time in 18-49 (32.6% CSHR), 16-39 (34.3% CSHR) and 25-54 (31.6% CSHR)

TEN won Wednesday night prime-time in 18-49 (30.9% CSHR) and 16-39 (34.6% CSHR)

Sunday's **The Biggest Loser Weigh In** won its timeslot in: 18-49 (30.0% CSHR) and 16-39 (31.7% CSHR)

**Talkin' 'bout Your Generation** beat 7's Border Security and Air Ways and 9's cricket coverage in all key demographics: 18-49 (33.6% CSHR), 16-39 (35.2% CSHR) and 25-54 (32.0% CSHR); drew an audience of 1.07 million viewers

**The Good Wife** won its timeslot in all key demographics: 18-49 (36.0% CSHR) 16-39 (36.0% CSHR) and 25-54 (36.3% CSHR); **The Good Wife** was Sunday's No. 1 show in 18-49 and 25-54; drew an audience of 1.21 million viewers

**House** won its timeslot in all key demographics: 18-49 (39.1% CSHR), 16-39 (41.0% CSHR) and 25-54 (38.0% CSHR); **House** was Sunday's No. 1 show in 16-39; drew an audience of 946,000 viewers

**NCIS** won its timeslot in total people (37.4% CSHR); drew an audience of 1.37 million viewers

**So You Think You Can Dance Australia's** first competitive performance show won its timeslot in all key demographics: 18-49 (35.8% CSHR), 16-39 (40.0% CSHR) and 25-54 (32.3% CSHR); drew an audience of 955,000 people; Dance was Wednesday's No. 1 show in 16-39

**So You Think You Can Dance Australia – Results** show won its timeslot in total people (29.9% CSHR); drew an audience of 918,000 viewers.

**Law and Order: SVU** won its timeslot in total people (32.0% CSHR) and was watched by 905,000 viewers

## All ratings data must be sourced OzTAM.

Data for Week 8 is based on Overnights (Live + As Live viewing). Year-to-date figures are reflect Weeks 7 – 8, 2010 and are Consolidated, except for the most recent week.

Unless otherwise stated, all share / audience figures relate to metro (5 mainland capital cities) 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. Commercial share includes Seven, Nine, TEN, 7TWO, GO! and ONE. Total Commercial Digital is the combination of 7TWO, GO! and ONE.

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.

For Further Information: Gabrielle Crittenden 02 9650 1471

# WEEKLY RATINGS WRAP



## Timeslot wins: 18-49 (CSHR)

- **The Biggest Loser Weigh In** (30.0%)
- **Talkin' 'bout Your Generation** (33.6%)
- **The Good Wife** (36.0%)
- **House** (39.1%)
- **So You Think You Can Dance Australia** (35.8%)

## Timeslot wins: 16-39 (CSHR)

- **The Biggest Loser Weigh In** (31.7%)
- **Talkin' 'bout Your Generation** (35.2%)
- **The Good Wife** (36.0%)
- **House** (41.0%)
- **So You Think You Can Dance Australia** (40.0%)
- **Neighbours** (34.6%)

## Timeslot wins: 25-54 (CSHR)

- **Talkin' 'bout Your Generation** (32.0%)
- **The Good Wife** (36.3%)
- **House** (38.0%)
- **So You Think You Can Dance Australia** (32.3%)

## Timeslot wins: Total People (CSHR)

- **NCIS** (37.4%)
- **So You Think You Can Dance Australia – Results** (29.9%)
- **Law and Order: SVU** (32.0%)

## News and Daytime

- **TEN News at Five** won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (44.5%), 16-39 (47.3%), 25-54 (45.3%) and total people (41.9%)
- **TEN News At Five** is the top daytime program YTD

## Top 20 programs (18-49)

	Program	Network
1	TOP GEAR -EP1	9
2	MY KITCHEN RULES-MON	7
3	COUGAR TOWN	7
4	TOP GEAR -SPECIAL	9
5	DESPERATE HOUSEWIVES	7
6	<b>THE GOOD WIFE</b>	<b>TEN</b>
7	TWO AND A HALF MEN	9
8	<b>NCIS</b>	<b>TEN</b>
9	HOW I MET YOUR MOTHER	7
10	<b>HOUSE</b>	<b>TEN</b>
11	<b>TALKIN' 'BOUT YOUR GENERATION</b>	<b>TEN</b>
12	CUSTOMS	9
13	THE BIG BANG THEORY	9
14	BONES	7
15	<b>SO YOU THINK YOU CAN DANCE AUSTRALIA</b>	<b>TEN</b>
16	MY KITCHEN RULES-TUE	7
17	TWO AND A HALF MEN -WED	9
18	GREY'S ANATOMY-EP.2	7
19	AIR WAYS	7
20	<b>GOOD NEWS WEEK</b>	<b>TEN</b>

## Top 20 programs (16-39)

	Program	Network
1	TOP GEAR -EP1	9
2	MY KITCHEN RULES-MON	7
3	COUGAR TOWN	7
4	HOW I MET YOUR MOTHER	7
5	TOP GEAR -SPECIAL	9
6	<b>HOUSE</b>	<b>TEN</b>
7	<b>THE GOOD WIFE</b>	<b>TEN</b>
8	DESPERATE HOUSEWIVES	7
9	<b>SO YOU THINK YOU CAN DANCE AUSTRALIA</b>	<b>TEN</b>
10	<b>TALKIN' 'BOUT YOUR GENERATION</b>	<b>TEN</b>
11	<b>NCIS</b>	<b>TEN</b>
12	<b>GOOD NEWS WEEK</b>	<b>TEN</b>
13	TWO AND A HALF MEN	9
14	BONES	7
15	THE BIG BANG THEORY	9
16	TWO AND A HALF MEN -WED	9
17	MY KITCHEN RULES-TUE	7
18	<b>SO YOU THINK YOU CAN DANCE AUSTRALIA - RESULTS</b>	<b>TEN</b>
19	CUSTOMS	9
20	GREY'S ANATOMY-EP.2	7

# WEEKLY RATINGS WRAP



## Top 20 programs (25-54)

	Program	Network
1	TOP GEAR -EP1	9
2	MY KITCHEN RULES-MON	7
3	TOP GEAR -SPECIAL	9
4	COUGAR TOWN	7
5	<b>THE GOOD WIFE</b>	<b>TEN</b>
6	TWO AND A HALF MEN	9
7	<b>NCIS</b>	<b>TEN</b>
8	DESPERATE HOUSEWIVES	7
9	BONES	7
10	<b>HOUSE</b>	<b>TEN</b>
11	CUSTOMS	9
12	AIR WAYS	7
13	MY KITCHEN RULES-TUE	7
14	GREY'S ANATOMY-EP.2	7
15	HOW I MET YOUR MOTHER	7
16	<b>TALKIN' 'BOUT YOUR GENERATION</b>	<b>TEN</b>
17	NINE NEWS SUNDAY	9
18	SEVEN NEWS - SUN	7
19	TWO AND A HALF MEN -WED	9
20	THE BIG BANG THEORY	9

## Top 20 programs (Total People)

	Program	Network
1	TOP GEAR -EP1	9
2	MY KITCHEN RULES-MON	7
3	NINE NEWS SUNDAY	9
4	SEVEN NEWS - SUN	7
5	<b>NCIS</b>	<b>TEN</b>
6	BORDER SECURITY - AUSTRALIA'S FRONT LINE	7
7	AIR WAYS	7
8	TWO AND A HALF MEN	9
9	CUSTOMS	9
10	SEVEN NEWS	7
11	BONES	7
12	TOP GEAR -SPECIAL	9
13	THE MENTALIST	9
14	MY KITCHEN RULES-TUE	7
15	<b>THE GOOD WIFE</b>	<b>TEN</b>
16	TODAY TONIGHT	7
17	NINE NEWS	9
18	TWO AND A HALF MEN -WED	9
19	BETTER HOMES AND GARDENS	7
20	SEVEN NEWS - SAT	7

## Week 8 at a Glance:

### Commercial Networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>27.6%</b>	<b>30.1%</b>	<b>26.2%</b>	<b>23.8%</b>
9	30.6%	29.0%	31.1%	33.1%
7	32.1%	31.0%	32.9%	34.0%
Total Commercial Digital Channels	9.8%	9.9%	9.9%	9.1%

### Commercial Networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>26.9%</b>	<b>29.1%</b>	<b>25.6%</b>	<b>23.6%</b>
9	31.2%	29.7%	31.8%	33.9%
7	31.6%	30.7%	32.3%	33.1%
Total Commercial Digital Channels	10.3%	10.5%	10.3%	9.4%

### Commercial Networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>25.1%</b>	<b>26.6%</b>	<b>24.4%</b>	<b>23.0%</b>
9	35.2%	34.2%	35.3%	37.6%
7	28.4%	27.7%	29.1%	29.4%
Total Commercial Digital Channels	11.3%	11.5%	11.2%	10.0%

## 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>28.6%</b>	<b>31.2%</b>	<b>27.2%</b>	<b>24.7%</b>
9	28.6%	26.9%	29.3%	31.6%
7	32.4%	31.3%	33.1%	34.4%
Total Commercial Digital Channels	10.4%	10.6%	10.4%	9.3%

### Commercial Networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>27.9%</b>	<b>30.3%</b>	<b>26.6%</b>	<b>24.5%</b>
9	29.2%	27.5%	30.0%	32.2%
7	31.9%	31.0%	32.5%	33.6%
Total Commercial Digital Channels	11.0%	11.2%	10.9%	9.7%

### Commercial Networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>26.3%</b>	<b>28.0%</b>	<b>25.5%</b>	<b>24.1%</b>
9	32.0%	30.8%	32.6%	35.1%
7	29.2%	28.6%	29.8%	30.2%
Total Commercial Digital Channels	12.4%	12.6%	12.1%	10.6%

## Free-to-air Share: Week 8 (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
14.9%	1.5%	0.5%	26.6%	3.1%	25.8%	3.2%	18.5%	0.9%	4.7%	0.3%