

WEEKLY RATINGS WRAP



OzTAM Survey Week 9 (Survey Period 1, Week 3)

21-27 February 2010



Highlights of Week 9 – TEN (Primary Channel)

TEN won Week 9 in 16-39 with a 31.0% CSHR; Year-to-date TEN is No.1 in 16-39 with a 31.1% share

TEN won Sunday night prime-time in all key demographics: 18-49 (33.1% CSHR), 16-39 (35.1% CSHR) and 25-54 (31.8% CSHR)

TEN won Monday night prime-time in 16-39 (32.4% CSHR)

TEN won Wednesday night prime-time in 16-39 (34.5% CSHR)

Talkin' 'bout Your Generation won its timeslot in all key demographics: 18-49 (32.5% CSHR), 16-39 (33.9% CSHR) and 25-54 (30.9% CSHR); drew an audience of 1.09 million viewers

The Good Wife won its timeslot in all key demographics: 18-49 (35.8% CSHR) 16-39 (36.4% CSHR), 25-54 (35.6% CSHR) and total people (32.3% CSHR); **The Good Wife** was Sunday's No. 1 show in all key demographics; had an audience of 1.26 million viewers

House won its timeslot in all key demographics: 18-49 (37.9% CSHR), 16-39 (41.9% CSHR), 25-54 (36.4% CSHR) and total people (32.3% CSHR); drew an audience of 969,000 viewers

Good News Week won its timeslot in all key demographics: 18-49 (36.4% CSHR), 16-39 (38.5% CSHR) and 25-54 (33.7% CSHR); drew an audience of 993,000 viewers; **Good News Week** was Monday's No. 1 show in 16-39

Bondi Rescue had an audience of 1.01 million viewers

NCIS won its timeslot in all key demographics: 18-49 (33.5% CSHR), 16-39 (32.7% CSHR), 25-54 (33.5% CSHR) and total people (35.6% CSHR); drew an audience of 1.39 million viewers

So You Think You Can Dance Australia won its timeslot in all key demographics: 18-49 (33.0% CSHR), 16-39 (37.9% CSHR) and 25-54 (30.3% CSHR); Dance was Wednesday's No. 1 show in 16-39

All ratings data must be sourced OzTAM.

Data for Week 9 is based on Overnights (Live + As Live viewing). Year-to-date figures reflect Weeks 7 – 9, 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. Adelaide program broadcast times differ slightly from the other markets due to additional air-time allocated to the South Australian state election. 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.

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Timeslot wins: 18-49 (CSHR)

- **Talkin' 'bout Your Generation** (32.5%)
- **The Good Wife** (35.8%)
- **House** (37.9%)
- **Good News Week** (36.4%)
- **NCIS** (33.5%)
- **So You Think You Can Dance Australia** (33.0%)

Timeslot wins: 16-39 (CSHR)

- **Talkin' 'bout Your Generation** (33.9%)
- **The Good Wife** (36.4%)
- **House** (41.9%)
- **Good News Week** (38.5%)
- **NCIS** (32.7%)
- **So You Think You Can Dance Australia** (37.9%)
- **Neighbours** (34.6%)

Timeslot wins: 25-54 (CSHR)

- **Talkin' 'bout Your Generation** (30.9%)
- **The Good Wife** (35.6%)
- **House** (36.4%)
- **Good News Week** (33.7%)
- **NCIS** (33.5%)
- **So You Think You Can Dance Australia** (30.3%)

Timeslot wins: Total People (CSHR)

- **The Good Wife** (32.3%)
- **House** (32.3%)
- **NCIS** (35.6%)

News and Daytime

- **TEN News at Five** won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (45.4%), 16-39 (47.6%), 25-54 (47.2%) and total people (43.7%)
- **TEN News At Five** is the top daytime program YTD

Top 20 programs (18-49)

	Program	Network
1	MY KITCHEN RULES-TUE	7
2	TWO AND A HALF MEN	9
3	THE GOOD WIFE	TEN
4	GOOD NEWS WEEK	TEN
5	NCIS	TEN
6	THE BIG BANG THEORY	9
7	COUGAR TOWN	7
8	HOUSE	TEN
9	HOW I MET YOUR MOTHER	7
10	MY KITCHEN RULES-MON	7
11	TALKIN' 'BOUT YOUR GENERATION	TEN
12	CUSTOMS	9
13	GREY'S ANATOMY	7
14	SPICKS AND SPECKS-EV	ABC1
15	DESPERATE HOUSEWIVES	7
16	TWO AND A HALF MEN -WED	9
17	BONES	7
18	VANCOUVER GOLD 2010 WINTER OLYMPICS: DAY 12	9
19	THE MENTALIST	9
20	TWENTY/20 - AUSTRALIA V WEST INDIES	9

Top 20 programs (16-39)

	Program	Network
1	MY KITCHEN RULES-TUE	7
2	GOOD NEWS WEEK	TEN
3	HOW I MET YOUR MOTHER	7
4	THE GOOD WIFE	TEN
5	COUGAR TOWN	7
6	TWO AND A HALF MEN	9
7	HOUSE	TEN
8	THE BIG BANG THEORY	9
9	NCIS	TEN
10	GREY'S ANATOMY	7
11	TALKIN' 'BOUT YOUR GENERATION	TEN
12	MY KITCHEN RULES-MON	7
13	SO YOU THINK YOU CAN DANCE AUSTRALIA	TEN
14	CUSTOMS	9
15	DESPERATE HOUSEWIVES	7
16	SPICKS AND SPECKS-EV	ABC1
17	TWO AND A HALF MEN -WED	9
18	BONES	7
19	TWENTY/20 - AUSTRALIA V WEST INDIES	9
20	THE BIGGEST LOSER (AUS) - THE WEIGH-IN	TEN

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Top 20 programs (25-54)

	Program	Network
1	MY KITCHEN RULES-TUE	7
2	THE GOOD WIFE	TEN
3	TWO AND A HALF MEN	9
4	NCIS	TEN
5	MY KITCHEN RULES-MON	7
6	CUSTOMS	9
7	GOOD NEWS WEEK	TEN
8	COUGAR TOWN	7
9	THE BIG BANG THEORY	9
10	SPICKS AND SPECKS-EV	ABC1
11	HOUSE	TEN
12	GREY'S ANATOMY	7
13	HOW I MET YOUR MOTHER	7
14	TALKIN' 'BOUT YOUR GENERATION	TEN
15	DESPERATE HOUSEWIVES	7
16	TWO AND A HALF MEN -WED	9
17	THE MENTALIST	9
18	BONES	7
19	VANCOUVER GOLD 2010 WINTER OLYMPICS: DAY 12	9
20	BROTHERS & SISTERS-TUE	7

Top 20 programs (Total People)

	Program	Network
1	TWO AND A HALF MEN	9
2	NCIS	TEN
3	MY KITCHEN RULES-TUE	7
4	SEVEN NEWS - SUN	7
5	THE MENTALIST	9
6	CUSTOMS	9
7	BORDER SECURITY - AUSTRALIA'S FRONT LINE	7
8	AIR WAYS	7
9	THE GOOD WIFE	TEN
10	TODAY TONIGHT	7
11	SEVEN NEWS	7
12	NINE NEWS SUNDAY	9
13	CRIMINAL MINDS	7
14	TWENTY/20 - AUSTRALIA V WEST INDIES	9
15	MY KITCHEN RULES-MON	7
16	THE BIG BANG THEORY	9
17	NINE NEWS	9
18	BONES	7
19	RSPCA ANIMAL RESCUE	7
20	BETTER HOMES AND GARDENS	7

Week 9 at a Glance:

Commercial Networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	28.2%	31.0%	26.7%	24.2%
9	30.4%	28.8%	31.4%	33.5%
7	31.2%	30.2%	32.1%	33.2%
Total Commercial Digital Channels	10.1%	10.0%	9.9%	9.1%

Commercial Networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	27.4%	30.0%	26.1%	24.0%
9	31.2%	29.5%	32.1%	34.3%
7	30.7%	30.0%	31.4%	32.1%
Total Commercial Digital Channels	10.7%	10.6%	10.4%	9.6%

Commercial Networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	26.5%	28.2%	25.5%	24.3%
9	33.0%	32.2%	33.6%	35.5%
7	28.4%	27.6%	29.2%	29.7%
Total Commercial Digital Channels	12.1%	12.0%	11.6%	10.5%

Year-to-date at a Glance:

Commercial Networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	28.5%	31.1%	27.1%	24.6%
9	29.0%	27.4%	29.8%	32.0%
7	32.1%	31.0%	32.8%	34.0%
Total Commercial Digital Channels	10.4%	10.5%	10.3%	9.3%

Commercial Networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	27.8%	30.2%	26.5%	24.5%
9	29.6%	28.0%	30.5%	32.7%
7	31.6%	30.8%	32.2%	33.1%
Total Commercial Digital Channels	11.0%	11.1%	10.8%	9.7%

Commercial Networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	26.5%	28.1%	25.6%	24.3%
9	32.2%	31.1%	32.7%	35.1%
7	29.0%	28.4%	29.7%	30.0%
Total Commercial Digital Channels	12.3%	12.5%	12.0%	10.6%

Free-to-air Share: Week 9 (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
15.1%	1.3%	0.6%	25.8%	3.1%	26.1%	3.2%	18.8%	0.8%	4.8%	0.3%