

# WEEKLY RATINGS WRAP



OzTAM survey period 1, week 2

15 February – 21 February, 2009

## Highlights of week 8\*

- Year-to-date, TEN has 31.8% share in 18-49 and 35.4% share in 16-39
- **Dance Australia** (Top Twenty) wins its timeslot in all key demos: 18-49 (40.7%), 16-39 (46.6%), and 25-54 (36.8%) – 1.37 million viewers
- **The Biggest Loser: Weigh In** wins its timeslot in all key demos: 18-49 (38.8%), 16-39 (43.7%), and 25-54 (34.9%) – 1.06 million viewers
- **Rove** wins Sunday timeslot in 16-39 (41.8%)
- **Dance Australia: Results** draws 1.02 million viewers
- **The Biggest Loser: Elimination** wins its timeslot in 18-49 (34.2%) and 16-39 (36.6%)
- **Lie to Me** wins its timeslot in all key demos: 18-49 (39.2%), 16-39 (38.4%), 25-54 (39.2%) and total people (37.6%) – 1.20 million viewers
- **NCIS** draws a huge audience of 1.34 million, up against Packed to the Rafters
- **Bondi Rescue** draws an audience of 1.04 million.
- **House** wins its timeslot in 18-49 (35.1%) and 16-39 (38.5%); the night's #1 show in 16-39
- **Law and Order: SVU** wins its timeslot in total people (35.8%), beating Grey's Anatomy with 1.13 million viewers; up 13% week-on-week
- **Life on Mars** wins its timeslot in all key demos: 18-49 (36.6%), 16-39 (36.9%) and 25-54 (36.9%)
- **The Biggest Loser** daily show wins its timeslot in 18-49 (36.6%) and 16-39 (39.8%)
- TEN No.1 in daytime, with average total audience YTD 300k vs Seven's 274k and Nine's 224k
- **The All New Simpsons** wins its timeslot in 18-49 (40.6%) and 16-39 (46.5%)

## Week 8 at a glance:

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.6%	35.7%	30.2%	27.2%
Nine	34.3%	33.8%	35.2%	34.7%
Seven	33.1%	30.6%	34.6%	38.0%

### Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.0%	34.5%	30.0%	27.4%
Nine	34.9%	34.5%	35.7%	35.1%
Seven	33.1%	31.0%	34.3%	37.5%

## Year to date at a glance:

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.8%	35.4%	29.4%	26.5%
Nine	35.8%	35.1%	36.9%	36.8%
Seven	32.4%	29.5%	33.7%	36.7%

### Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.2%	34.4%	29.1%	26.5%
Nine	36.8%	36.1%	37.8%	37.5%
Seven	31.9%	29.5%	33.1%	36.0%

### Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.9%	34.5%	30.5%	28.8%
Nine	35.1%	34.8%	35.6%	35.5%
Seven	33.0%	30.7%	34.0%	35.7%

## All ratings data: OzTAM

\*Unless otherwise stated, all share/audience figures relate to metro (5 mainland capital cities) commercial primetime (Zone 1: 18:00-22:30, Sun-Sat) or daytime (09:00-18:00, Mon-Fri) share, excluding Easter.

Program performance and ranking information is based on OzTAM preliminary times and subject to change with confirmed program logs.

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# WEEKLY RATINGS WRAP



OzTAM survey period 1, week 2 (continued)

15 February – 21 February, 2009

## Timeslot wins, 18-49 (CSHR)

- **Dance Australia** (Top Twenty) (40.7%)
- **The Biggest Loser: Weigh In** (38.8%)
- **The Biggest Loser: Elimination** (34.2%)
- **Lie to Me** (39.2%)
- **House** (35.1%)
- **Life on Mars** (36.6%)
- **The Biggest Loser** (Tues – Fri) (36.6%)
- **The All New Simpsons** (40.6%)
- **The Simpsons Friday** (39.2%)

## Timeslot wins, 16-39 (CSHR)

- **Dance Australia** (Top Twenty) (46.6%)
- **The Biggest Loser: Weigh In** (43.7%)
- **Rove:** (41.8%)
- **The Biggest Loser: Elimination** (36.6%)
- **Lie to Me** (38.4%)
- **House** (38.5%)
- **Life on Mars** (36.9%)
- **Neighbours** (42.6%)
- **The Biggest Loser** (Tues – Fri) (39.8%)
- **The All New Simpsons** (46.5%)
- **The Simpsons Friday** (44.5%)

## Sport, News and Other Good News

- **TEN News at Five** – wins 5-6 pm Mon-Fri timeslot in all major demos: 18-49 (50.1 %); 16-39 (52.8 %); 25-54 (49.9 %); total people (47.0 %)
- **TEN News at Five / Sports Tonight** wins Saturday timeslot in all major demos: 18-49 (40.0%); 16-39 (42.8%) and 25-54 (38.8%) and total people (40.6%)
- **Jaws** wins its timeslot in 18-49 in Sydney (43.2%), Adelaide (35.7% and Perth (42.2%) and 16-39 in Sydney (41.3%), Brisbane (41.5%), Adelaide (38.5%) and Perth (39.7%)
- **AFL** (Geelong v Adelaide) wins its timeslot in total people in Adelaide (35.3%).

## Top 10 programs (18-49)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES	9
2	<b>SO YOU THINK YOU CAN DANCE AUSTRALIA</b>	<b>TEN</b>
3	PACKED TO THE RAFTERS	7
4	TWENTY/20 - AUSTRALIA V NEW ZEALAND	9
5	<b>NCIS</b>	<b>TEN</b>
6	<b>LIE TO ME</b>	<b>TEN</b>
7	AUSSIE LADETTE TO LADY	9
8	CUSTOMS	9
9	GREY'S ANATOMY	7
10	<b>ROVE</b>	<b>TEN</b>

## Top 10 programs (16-39)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES	9
2	<b>SO YOU THINK YOU CAN DANCE AUSTRALIA</b>	<b>TEN</b>
3	PACKED TO THE RAFTERS	7
4	<b>ROVE</b>	<b>TEN</b>
5	AUSSIE LADETTE TO LADY	9
6	<b>NCIS</b>	<b>TEN</b>
7	TWENTY/20 - AUSTRALIA V NEW ZEALAND	9
8	<b>THE BIGGEST LOSER (AUS) - THE WEIGH-IN</b>	<b>TEN</b>
9	<b>LIE TO ME</b>	<b>TEN</b>
10	HOW I MET YOUR MOTHER	7

## Top 10 programs (25-54)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES	9
2	PACKED TO THE RAFTERS	7
3	<b>SO YOU THINK YOU CAN DANCE AUSTRALIA</b>	<b>TEN</b>
4	TWENTY/20 - AUSTRALIA V NEW ZEALAND	9
5	<b>NCIS</b>	<b>TEN</b>
6	CUSTOMS	9
7	<b>LIE TO ME</b>	<b>TEN</b>
8	SEVEN NEWS - SUN	7
9	TWO AND A HALF MEN	9
10	AUSSIE LADETTE TO LADY	9