

WEEKLY RATINGS WRAP



OzTAM survey period 1, week 4

1 March – 7 March 2009

Highlights of week 10*

- Year-to-date, TEN has 32.1% share in 18-49 and 35.4% share in 16-39; No 1. Network in 16-39
- The Biggest Loser: Weigh In** won its timeslot in all key demos: 18-49 (42.4%), 16-39 (47.1%) and 25-54 (38.6%) – 1.06 million viewers
- Dance Australia** (performance show) won its timeslot in all key demos: 18-49 (43.2%), 16-39 (49.6%) and 25-54 (39.3%) – 1.30 million viewers
- Rove** won its timeslot in all key demos: 18-49 (42.4%), 16-39 (49.3%) and 25-54 (39.2%) – 1.03 million viewers; biggest audience of the season
- Monday's **Neighbours** was the highest rating episode this year with 916,000 viewers
- The Biggest Loser: Elimination** won its timeslot in all key demos: 18-49 (37.1%), 16-39 (40.6%) and 25-54 (35.3%) – 1.05 million viewers
- Dance Australia: Results** won its timeslot in 16-39 (35.2%)
- Bondi Rescue** won its timeslot in 16-39 (37.7%) – 1.24 million viewers; up 8% on previous week
- NCIS** drew a strong audience of 1.48 million viewers; up 7% on previous week; biggest audience of the season
- NCIS rpt** won its timeslot in all key demos: 18-49 (37.5%), 16-39 (38.2%), 25-54 (36.2%) and total people (38.0%) – 1.27 million viewers
- House** won its timeslot in 16-39 (34.9%); audience up 4% on previous week
- Law and Order: SVU** – drew an audience of 1.15 million viewers, beating Grey's Anatomy
- The Biggest Loser** daily show won its timeslot in 18-49 (35.6%), 16-39 (38.1%) and 25-54 (33.9%)
- TEN No.1 in daytime, with average total audience YTD 286k vs Seven's 266k and Nine's 214k

Week 10 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.3%	35.2%	30.1%	27.5%
Nine	33.2%	32.4%	34.1%	34.1%
Seven	34.5%	32.4%	35.8%	38.4%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.9%	34.5%	29.9%	27.5%
Nine	33.5%	32.7%	34.2%	34.3%
Seven	34.7%	32.8%	35.9%	38.1%

Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.1%	35.4%	29.8%	27.0%
Nine	35.0%	34.2%	35.9%	35.7%
Seven	33.0%	30.4%	34.3%	37.4%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.5%	34.4%	29.4%	27.0%
Nine	35.8%	35.1%	36.6%	36.4%
Seven	32.7%	30.5%	33.9%	36.7%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.1%	34.5%	30.8%	29.2%
Nine	34.3%	34.0%	34.6%	34.4%
Seven	33.6%	31.4%	34.6%	36.5%

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 4 (continued)

Timeslot wins, 18-49 (CSHR)

- **The Biggest Loser: Weigh In** (42.4%); also won timeslot in 25-54 (38.6%)
- **Dance Australia** (Performance Show) (43.2%); also won timeslot in 25-54 (39.3%)
- **Rove** (42.4%); also won timeslot in 25-54 (39.2%)
- **The Biggest Loser: Elimination** (37.1%); also won timeslot in 25-54 (35.3%)
- **NCIS rpt** (37.5%); also won timeslot in 25-54 (36.2%) and total people (38.0%)
- **The Biggest Loser** (Tues – Fri) (35.6%); also won timeslot in 25-54 (33.9%)

Timeslot wins, 16-39 (CSHR)

- **The Biggest Loser: Weigh In** (47.1%)
- **Dance Australia** (Performance Show) (49.6%)
- **Rove:** (49.3%)
- **The Biggest Loser: Elimination** (40.6%)
- **Dance Australia: Results** (35.2%)
- **Bondi Rescue:** (37.7%)
- **NCIS** (35.2%)
- **NCIS rpt** (38.2%)
- **House** (34.9%)
- **The Simpsons Friday – Ep 1** (Brisbane (38.7%) and Melbourne (37.0%))
- **The Simpsons Friday – Ep 2** Sydney (36.8%) and Brisbane (35.4%)
- **Neighbours** (Mon – Fri) (41.3%)
- **The Biggest Loser** (Tues – Fri) (38.1%)

Sport, News and Other Good News

- **TEN News at Five** Sunday won its timeslot in all major demos: 18-49 (41.9%); 16-39 (41.6%) and 25-54 (44.4%) and total people (47.1%)
- **TEN News at Five** – won 5-6 pm Mon-Fri timeslot in all major demos: 18-49 (49.1 %); 16-39 (52.8%); 25-54 (48.1%) and total people (44.8%)
- **TEN News at Five and Sports Tonight** Saturday won its timeslot in total people (36.4%)
- **AFL: Collingwood v Essendon** won its timeslot in total people Melbourne (36.0%)

1 March – 7 March 2009

Top 10 programs (18-49)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES	9
2	PACKED TO THE RAFTERS	7
3	SO YOU THINK YOU CAN DANCE AUSTRALIA	TEN
4	NCIS	TEN
5	ROVE	TEN
6	GREY'S ANATOMY	7
7	BONDI RESCUE	TEN
8	NCIS RPT	TEN
9	TWO AND A HALF MEN -EP1	9
10	WIPEOUT AUSTRALIA	9

Top 10 programs (16-39)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES	9
2	SO YOU THINK YOU CAN DANCE AUSTRALIA	TEN
3	ROVE	TEN
4	NCIS	TEN
5	BONDI RESCUE	TEN
6	GREY'S ANATOMY	7
7	PACKED TO THE RAFTERS	7
8	TWO AND A HALF MEN -EP1	9
9	TWO AND A HALF MEN -EP2	9
10	WIPEOUT AUSTRALIA	9

Top 10 programs (25-54)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES	9
2	PACKED TO THE RAFTERS	7
3	NCIS	TEN
4	SO YOU THINK YOU CAN DANCE AUSTRALIA	TEN
5	ROVE	TEN
6	THE FARMER WANTS A WIFE	9
7	GREY'S ANATOMY	7
8	NCIS RPT	TEN
9	TWO AND A HALF MEN -EP1	9
10	BONDI RESCUE	TEN