

# WEEKLY RATINGS WRAP



OzTAM survey period 2, week 3

22 March – 28 March 2009

## Highlights of week 13\*

- TEN won the week in 18-49 with a 34.0% share; also wins the week in 16-39 with a 37.2% share
- Year-to-date, TEN has 32.5% share in 18-49 and 35.9% share in 16-39; No 1. Network in 16-39
- TEN won Sunday night in key demos, taking the top 2 shows in 18-49, top 3 shows in 16-39 and top show in 25-54
- **The Biggest Loser: Weigh In** won its timeslot in total people (36.0%) and all key demos: 18-49 (42.5%), 16-39 (47.2%) and 25-54 (39.5%) – 1.29m viewers; biggest audience of the season so far
- **Dance Australia** (performance show) won its timeslot in all key demos: 18-49 (39.0%), 16-39 (46.0%) and 25-54 (36.3%) – 1.30m viewers
- **Rove** won its timeslot in and all key demos: 18-49 (40.3%), 16-39 (47.4%) and 25-54 (35.9%)
- **The Biggest Loser: Elimination** won its timeslot in all key demos: 18-49 (36.6%), 16-39 (39.9%) and 25-54 (34.8%) – 1.05m viewers
- **NCIS** rpt won its timeslot in 16-39
- **Bondi Rescue** won its timeslot in 18-49 (35.8%) and 16-39 (37.3%) – 1.16m viewers
- **Lie to Me** won its timeslot in all key demographics: 18-49 (36.1%), 16-39 (37.2%) and 25-54 (35.8%) – 1.12m viewers
- **House** won its timeslot in 18-49 (35.0%) and 16-39 (39.1%); Wednesday's #1 show in 16-39
- **The Biggest Loser** was Thursday's #1 show in all key demographics
- **Law and Order: SVU** won its timeslot in total people in Sydney and Brisbane
- **AFL – Richmond v Carlton** won its timeslot in all key demographics and total people in Melbourne, Adelaide and Perth; highest audience for a non-finals AFL match in Melbourne since OzTAM ratings began
- **The Biggest Loser** daily show won its timeslot in 18-49 (38.5%), 16-39 (40.7%) and 25-54 (37.0%)

## Week 13 at a glance:

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

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>34.0%</b>	<b>37.2%</b>	<b>32.1%</b>	<b>30.0%</b>
Nine	32.5%	31.5%	33.4%	33.4%
Seven	33.5%	31.3%	34.5%	36.6%

### Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.1%</b>	<b>35.9%</b>	<b>31.4%</b>	<b>29.7%</b>
Nine	32.7%	31.7%	33.5%	33.5%
Seven	34.2%	32.4%	35.1%	36.8%

## 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>32.5%</b>	<b>35.9%</b>	<b>30.3%</b>	<b>27.7%</b>
Nine	34.5%	33.6%	35.3%	35.1%
Seven	33.0%	30.6%	34.4%	37.2%

### Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>31.9%</b>	<b>34.9%</b>	<b>29.9%</b>	<b>27.7%</b>
Nine	35.0%	34.1%	35.8%	35.5%
Seven	33.1%	31.0%	34.3%	36.8%

### Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>32.7%</b>	<b>35.2%</b>	<b>31.3%</b>	<b>29.8%</b>
Nine	33.2%	32.8%	33.5%	33.4%
Seven	34.1%	32.0%	35.2%	36.7%

#### 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.

AFL figures represent the Network Ten combined audience (TEN and ONE HD). OzTAM figures for unique programming on ONE will be available from 12 April. All simulcast programming (TEN and ONE HD) will be reported solely as a combined number shown in TEN's ratings data. There will be no separate ratings data available for ONE HD when programming is simulcast with TEN.

# WEEKLY RATINGS WRAP



OzTAM survey period 2, week 3 (continued)

22 March – 28 March 2009

## Timeslot wins, 18-49 (CSHR)

- **The Biggest Loser: Weigh In** (42.5%); also won timeslot in 25-54 (39.5%) and total people (36.0%)
- **Dance Australia** (Performance Show) (39.0%); also won timeslot in 25-54 (36.3%); Sunday's #1 show in 18-49 and 25-54
- **Rove** (40.3%); also won timeslot in 25-54 (35.9%)
- **The Biggest Loser: Elimination** (36.6%); also won timeslot in 25-54 (34.8%)
- **Bondi Rescue** (35.8%)
- **Lie to Me** (36.1%); also won timeslot in 25-54 (35.8%)
- **House** (35.0%)
- **Bondi Vet** (Brisbane) (41.3%); also won timeslot in 25-54 (38.8%) and total people (38.3%)
- **The Biggest Loser** (Tues – Fri) (38.5%); also won timeslot in 25-54 (37.0%)

## Timeslot wins, 16-39 (CSHR)

- **The Biggest Loser: Weigh In** (47.2%)
- **Dance Australia** (Performance Show) (46.0%); Sunday's #1 show in 16-39
- **Rove**: (47.4%)
- **The Biggest Loser: Elimination** (39.9%)
- **NCIS** rpt (35.5%)
- **Bondi Rescue** (37.3%)
- **Lie to Me** (37.2%)
- **House** (39.1%); Wednesday's # 1 show in 16-39
- **Bondi Vet** (Brisbane) (42.6%)
- **The All New Simpsons** (37.8%)
- **The Simpsons Fri** (35.8%)
- **The Simpsons** (Mon – Fri) (38.3%)
- **Neighbours** (Mon – Fri) (39.0%)
- **The Biggest Loser** (Tues – Fri) (40.7%)

## Sport Timeslot wins

- **AFL – Richmond v Carlton** won its timeslot in total people in Melbourne (56.1%), Adelaide (43.6%) and Perth (49.4%); highest audience for a non-finals AFL match in Melbourne since OzTAM ratings started
- **Before the Game** won its timeslot in total people in Melbourne (37.2%)
- **AFL – St Kilda v Sydney** won its timeslot in total people in Melbourne (41.9%)
- **AFL – Brisbane Lions v West Coast** won its timeslot in total people in Perth (54.8%)

## Other Good News

- **TEN News at Five** won 5-6 pm Mon-Fri timeslot in all major demos: 18-49 (50.0%); 16-39 (55.5%), 25-54 (48.1%) and total people (44.2%)
- TEN remains the No.1 in daytime, with average total audience YTD 283k vs Seven's 261k and Nine's 197k; Ten News at Five top daytime program for YTD.
- **First Wives Club** – Perth won its timeslot in total people (36.2%); and 25-54 (38.8%).

## Top 10 programs (18-49)

	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	<b>NCIS</b>	<b>TEN</b>
5	<b>THE BIGGEST LOSER (AUS) - THE WEIGH-IN</b>	<b>TEN</b>
6	BORDER SECURITY - AUSTRALIA'S FRONT LINE	7
7	CSI: CRIME SCENE INVESTIGATION	9
8	<b>LIE TO ME</b>	<b>TEN</b>
9	THE GRUEN TRANSFER-EV	ABC1
10	AUSSIE LADETTE TO LADY	9

## 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>THE BIGGEST LOSER (AUS) - THE WEIGH-IN</b>	<b>TEN</b>
5	<b>NCIS</b>	<b>TEN</b>
6	<b>ROVE</b>	<b>TEN</b>
7	SCRUBS - MON	7
8	<b>BONDI RESCUE</b>	<b>TEN</b>
9	<b>LIE TO ME</b>	<b>TEN</b>
10	GREY'S ANATOMY	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	<b>NCIS</b>	<b>TEN</b>
5	BORDER SECURITY - AUSTRALIA'S FRONT LINE	7
6	CSI: CRIME SCENE INVESTIGATION	9
7	NINE NEWS SUNDAY	9
8	<b>THE BIGGEST LOSER (AUS) - THE WEIGH-IN</b>	<b>TEN</b>
9	THE GRUEN TRANSFER-EV	ABC1
10	FIND MY FAMILY	7