

WEEKLY RATINGS WRAP



OzTAM survey period 5, week 2 (Week 26)

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 33.5%

TEN Highlights:

- TEN won the week in 18-49 with a 36.6 % share (16.3% up on Week 26, 2008)
- Year-to-date TEN has a 34.1% share in 18-49 (up 1.6% year on year); **#1 Network in 18-49**
- TEN won the week in 16-39 with a 39.6% share (13% up on Week 26, 2008)
- Year-to-date TEN has a 37.6% share in 16-39 (up 2.5% year on year); **#1 Network in 16-39**
- TEN won the week in 25-54 with a 35.0% share (23.4% up on Week 26, 2008)
- Year-to-date, TEN has a 32.1% share in 25-54 (up 3.3% year on year)
- Merlin** won its timeslot in 18-49 (35.2%) and 16-39 (37.6%) - 1.29m viewers
- MasterChef Australia Challenge** won its timeslot in all key demographics: 18-49 (51.4%), 16-39 (55.0%), 25-54 (51.5%) and total people (45.5%) – 1.93 m viewers
- MasterChef Australia Challenge** was Sunday's #1 show in total people and all key demographics, the week's #1 show in 16-39 and 25-54 and the week's #2 show in total people and 18-49 (behind State of Origin 2)
- Rove** won its timeslot in all key demographics: 18-49 (40.3%), 16-39 (46.3%) and 25-54 (37.3%) – 1.14m viewers
- Recruits** won its timeslot in all key demographics: 18-49 (46.3%), 16-39 (45.4%), 25-54 (46.6%) and total people (43.7%) - 1.36m viewers; highest audience of the season
- Good News Week** won its timeslot in 16-39 (42.3%) – 1.15m viewers
- TEN's best Tuesday of the survey year in audience and commercial share in total people, 18-49 and 25-54
- Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (53.8%), 16-39 (54.9%), 25-54 (50.6%) and total people (44.8%); **Tuesday's #1 show in total people and key demographics** – 1.76m viewers; best audience of the season
- NCIS** season finale won its timeslot in all key demographics: 18-49 (46.7%), 16-39 (46.8%), 25-54 (44.9%) and total people (43.2%) – 1.59m viewers
- NCIS rpt** won its timeslot in all key demographics: 18-49 (40.3%), 16-39 (38.3%), 25-54 (41.3%) and total people (43.8%) – 1.28m viewers
- TEN's best Wednesday total people audience of the survey year
- MasterChef Australia** daily show won its timeslot in 18-49 (46.8%), 16-39 (49.0%), 25-54 (46.8%) and total people (42.3%); best average weekly audience to date.
- TEN News at Five** won its 5-6 pm Monday – Friday timeslot in all key demographics; 18-49 (44.3%), 16-39 (47.6%) and 25-54 (44.3%) and total people (41.6%)
- TEN remains the No. 1 network in daytime with an average total audience YTD 288k vs Seven's 261k and Nine's 195k; **TEN News At Five** remains the top daytime program YTD

21 - 27 June 2009

TEN: Week 26 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	36.6%	39.6%	35.0%	32.7%
9	32.3%	31.1%	33.2%	33.9%
7	31.1%	29.3%	31.8%	33.3%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	35.5%	37.9%	34.2%	32.2%
9	32.6%	31.4%	33.4%	34.5%
7	31.9%	30.6%	32.4%	33.4%

TEN: Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.1%	37.6%	32.1%	29.4%
9	32.9%	31.8%	33.9%	34.2%
7	33.0%	30.6%	34.0%	36.3%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.2%	36.3%	31.4%	29.2%
9	33.5%	32.4%	34.5%	34.7%
7	33.3%	31.3%	34.2%	36.1%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.0%	36.7%	32.8%	31.1%
9	31.7%	31.0%	32.3%	32.8%
7	34.2%	32.2%	34.9%	36.1%

All ratings data: OzTAM

Network Ten Total is the combination of TEN and ONE across 5 mainland capital cities.

TEN: 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.

ONE: Audience figures are reported for unique programming content. All simulcast programming (TEN and ONE HD) is reported solely as a combined number show in TEN's viewing figures. There are no separate ratings data available for ONE HD when programming is simulcast with TEN. Top sport programs are based on ONE, ESPN, Fox Sports 1, Fox Sports 2 and Fox Sports 3.

Contact: Gabrielle Crittenden 02 9650 1471.

WEEKLY RATINGS WRAP



OzTAM survey period 5, week 2 (Week 26 continued)

21 - 27 June 2009

TEN Timeslot wins, 18-49 (CSHR)

- **Merlin** (35.2%)
- **MasterChef Australia Challenge** (51.4%); also won timeslot in 25-54 (51.5%) and total people (45.5%)
- **Rove** (40.3%); also won timeslot in 25-54 (37.3%)
- **Recruits** (46.3%); also won timeslot in 25-54 (46.6%) and total people (43.7%)
- **Talkin' 'bout Your Generation** (53.8%); also won timeslot in 25-54 (50.6%) and total people (44.8%)
- **NCIS** (46.7%); also won timeslot in 25-54 (44.9%) and total people (43.2%)
- **NCIS rpt** (40.3%); also won timeslot in 25-54 (41.3%) and total people (43.8%)
- **Rules of Engagement** (36.1%)
- **MasterChef Australia** (Mon – Fri) (46.8%); also won timeslot in 25-54 (46.8%) and total people (42.3%)

TEN Timeslot wins, 16-39 (CSHR)

- **Merlin** (37.6%)
- **MasterChef Australia Challenge** (55.0%)
- **Rove** (46.3%)
- **Recruits** (45.4%)
- **Good News Week** (42.3%)
- **Talkin' 'bout Your Generation** (54.9%)
- **NCIS** (46.8%)
- **NCIS rpt** (38.3%)
- **Rules of Engagement** (43.6%)
- **Rules of Engagement Rpt** (42.0%)
- **So You Think You Can Dance US –** (38.5%)
- **The Simpsons** (Mon – Fri) (37.6%)
- **Neighbours** (Mon – Fri) (38.1%)
- **MasterChef Australia** (Mon – Fri) (49.0%)

AFL

- **Adelaide v Sydney** won its timeslot in total people in Adelaide (45.0%)
- **Collingwood v Fremantle** won its timeslot in total people in Melbourne (47.2%), Adelaide (44.4%) and Perth (80.4%)
- **West Coast v Hawthorn** won its timeslot in total people in Melbourne (42.3%), Adelaide (45.6%) and Perth (49.2%)
- **Before The Game** won its timeslot in total people in Adelaide (36.7%) and Perth (45.1%).

ONE

- ONE had an average Zone 1 audience of 40,000 viewers
- **FIA Formula One World Championship** drew an audience of 197,000 viewers (peaking at 303,000 viewers); highest rating event on ONE so far.
- **One Week At A Time** drew an audience of 70,000 viewers (peaking at 127,000 viewers)
- On Tuesday, ONE had the top program on sports channels with **NASCAR Sprint Cup 2009 Highlights** drawing an audience of 66,000 viewers (peaking at 117,000 viewers)
- On Wednesday, ONE had 8 of the top 10 shows, including the #1 show, on sports channels.
- On Thursday, ONE had the top show on sports channels, with **Thursday Night Live** drawing an audience of 67,000 viewers, up 20,000 viewers on Week 25.

TEN: Top 10 programs (18-49)

	Program	Network
1	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	TALKIN' 'BOUT YOUR GENERATION	TEN
4	MASTERCHEF AUSTRALIA	TEN
5	NCIS	TEN
6	RECRUITS	TEN
7	ROVE	TEN
8	DESPERATE HOUSEWIVES	7
9	GREY'S ANATOMY	7
10	GOOD NEWS WEEK	TEN

TEN: Top 10 programs (16-39)

	Program	Network
1	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
2	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9
3	TALKIN' 'BOUT YOUR GENERATION	TEN
4	MASTERCHEF AUSTRALIA	TEN
5	ROVE	TEN
6	NCIS	TEN
7	GOOD NEWS WEEK	TEN
8	RECRUITS	TEN
9	DESPERATE HOUSEWIVES	7
10	SCRUBS - MON (R)	7

TEN: Top 10 programs (25-54)

	Program	Network
1	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
2	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9
3	TALKIN' 'BOUT YOUR GENERATION	TEN
4	MASTERCHEF AUSTRALIA	TEN
5	NCIS	TEN
6	BONES	7
7	RECRUITS	TEN
8	DESPERATE HOUSEWIVES	7
9	NINE NEWS SUNDAY	9
10	THANK GOD YOU'RE HERE	7