

TEN Ratings Wrap-Up For 2009

TEN: The Only Network With Year-On-Year Gains In Total People Share And Audience- Seriously!

OzTAM Survey Periods 1 – 10, 2009 (released 29 November 2009)

Network Ten Total (TEN + ONE):

- Network Ten Total (TEN + ONE combined) wins the year in prime-time in 18-49 with a 33.7% share
- Network Ten Total (TEN + ONE combined) wins the year in prime-time in 16-39 with a 37.0% share

TEN (primary channel):

- TEN wins the year in prime-time in 16-39 and under 50s
- TEN has commercial share gains in all key demographics (see 2009 v 2008 Shares: 6pm-10:30pm Commercial Primary Networks table on page 2)
- TEN is competitive in 18-49 with a 33.5% share; Year-on-year share in 18-49 is up by 2.9%; Year-on-year audience in 18-49 is up by 1.5%
- TEN wins 16-39 for 9th straight year; Year-on-year share in 16-39 is up by 2.7%
- TEN's year-on-year share in 25-54 is up by 4.7%; year-on-year audience in 25-54 is up by 4.9%
- TEN's year-on-year total share is up by 5.5%; Year-on-year audience is up by 4.0%
- TEN wins the year in daytime; **TEN News At Five** is the year's top regular daytime program
- TEN delivers the top 3 shows of 2009: **MasterChef Australia – The Winner Announced**, **MasterChef Australia – Finale Night** and **The AFL Grand Final**

TEN's chief programming officer, David Mott:

"TEN's 2009 line-up has delivered in spades, providing some of the year's most memorable TV moments and significantly expanding the Network's audience profile.

We have cemented our position as the clear leader in 16-39 and daytime and we end the year as the only Network with year-on-year gains in our total people share and audience.

This year, our strengthened line-up produced the three most watched programs of 2009, as well as a raft of hit new shows – including local productions of **MasterChef Australia**, the hilarious **Talkin' 'bout Your Generation** and **Recruits**. We also introduced an exciting new international line-up headed by **Merlin**, **Lie To Me**, the musical comedy **Glee** and **NCIS: Los Angeles**.

Throughout the year, we continued to build our online audience, offering viewers more opportunities to connect with their favourite television brands. This year, we delivered more unique content than ever before and achieved impressive traffic growth across our suite of sites. In 2010, as more of our key franchises tap into the online market, TEN is well positioned to become the leading commercial network for catch-up TV with the rights to stream over 40 programs.

2010 is set to be another exciting year for Network Ten. All our favourite programs return together with the pick of new US shows including the hilariously funny **Modern Family**, the highly anticipated drama series **The Good Wife** and the new animated Family Guy spin-off, **The Cleveland Show**.

We also have a number of new local productions heading to the Network in 2010 including **Junior MasterChef**, dramas **Hawke** and **Offspring**, as well as 12 days of **Commonwealth Games** coverage live from Delhi.

Our strengthened domestic and international line-up of proven favourites and exciting new shows puts us in a strong position to deliver increased depth and consistency across the schedule, through to the Commonwealth Games and beyond."

Note:

Network Ten Total is the combination of TEN and ONE across 5 mainland capital cities. Primary Network Figures exclude digital terrestrial channels. Network Total Figures include digital terrestrial channels.

All ratings data: OzTAM

OzTAM survey weeks 7-48, 2009 v 2008, excl Easter and Olympic Games. Metro commercial prime-time (18:00-22:30) share, Sun-Sat; Metro commercial daytime (09:00-18:00) share, Mon-Fri. Unless otherwise noted, all figures relate to metro (5 mainland capital cities).

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Program Highlights:

- TEN delivers five hit new shows: **MasterChef Australia**, **Talkin' 'bout Your Generation**, **Merlin**, **Recruits** and **Lie To Me**
- MasterChef Australia - The Winner Announced** is the year's #1 show with 3.73 million viewers, becoming Australia's most watched non-sporting event since OzTAM ratings began in 2001
- The **AFL Grand Final** is the most-watched sporting event of 2009 with 2.88 million viewers; highest rating AFL Grand Final in Melbourne on record
- Talkin' 'bout Your Generation** is Australia's favourite comedy series with an average audience of 1.60 million viewers
- Merlin** is Australia's favourite new international drama with an average audience of 1.36 million viewers
- NCIS** is Australia's favourite US drama with an average audience of 1.45 million viewers
- TEN leads in 'big event' TV. Franchise finales peaked at:
 - MasterChef Australia* – 4.11 million
 - The Biggest Loser Australia* – 2.34m
 - Australian Idol* – 1.71m
 - So You Think You Can Dance Australia* – 1.67 million

2009 v 2008 Shares: 6pm–10:30pm

Commercial Primary Networks (exc. digital terrestrial channels)

Year	Demo	TEN	Nine	Seven
2009	18-49	33.5%	32.7%	33.9%
2008	18-49	32.5%	34.0%	33.5%
2009	16-39	36.8%	31.3%	31.8%
2008	16-39	35.9%	33.1%	31.0%
2009	25-54	31.4%	33.7%	34.9%
2008	25-54	30.0%	35.1%	34.9%
2009	Ttl Ppl	28.8%	33.9%	37.3%
2008	Ttl Ppl	27.3%	35.2%	37.5%

6:00pm–10:30 pm (Zone 1)

Commercial Primary Networks (exc digital terrestrial channels)

Network	TEN	Nine	Seven
18-49	33.5%	32.7%	33.9%
16-39	36.8%	31.3%	31.8%
25-54	31.4%	33.7%	34.9%
Ttl Ppl	28.8%	33.9%	37.3%

Commercial Network Totals (inc digital terrestrial channels)

Network	TEN	Nine	Seven
18-49	33.7%	33.1%	33.2%
16-39	37.0%	31.8%	31.2%
25-54	31.8%	34.0%	34.2%
Ttl Ppl	29.2%	34.1%	36.7%

Free to Air Primary Networks (exc digital terrestrial channels)

	TEN	Nine	Seven	ABC1	SBS One
18-49	28.2%	27.5%	28.5%	10.4%	5.4%
16-39	31.7%	26.9%	27.4%	8.8%	5.2%
25-54	26.0%	27.8%	28.8%	11.9%	5.5%
Ttl Ppl	22.4%	26.3%	28.9%	16.8%	5.6%

Free to Air Network Totals (inc digital terrestrial channels)

	TEN	Nine	Seven	ABC	SBS
18-49	28.1%	27.5%	27.6%	11.4%	5.3%
16-39	31.5%	27.1%	26.5%	9.7%	5.2%
25-54	26.0%	27.8%	28.0%	12.8%	5.5%
Ttl Ppl	22.4%	26.3%	28.2%	17.5%	5.6%

6:00pm–midnight

Commercial Primary Networks (exc digital terrestrial channels)

Network	TEN	Nine	Seven
18-49	32.6%	33.1%	34.3%
16-39	35.6%	31.8%	32.6%
25-54	30.8%	34.1%	35.1%
Ttl Ppl	28.6%	34.4%	37.1%

Commercial Network Totals (inc digital terrestrial channels)

Network	TEN	Nine	Seven
18-49	33.0%	33.5%	33.5%
16-39	36.0%	32.2%	31.9%
25-54	31.3%	34.4%	34.3%
Ttl Ppl	29.1%	34.5%	36.4%

Free to Air Primary Networks (exc digital terrestrial channels)

	TEN	Nine	Seven	ABC1	SBS One
18-49	27.5%	28.0%	28.9%	9.9%	5.6%
16-39	30.7%	27.4%	28.1%	8.4%	5.4%
25-54	25.5%	28.3%	29.1%	11.4%	5.7%
Ttl Ppl	22.2%	26.8%	28.8%	16.4%	5.8%

Free to Air Network Totals (inc digital terrestrial channels)

	TEN	Nine	Seven	ABC	SBS
18-49	27.5%	27.9%	28.0%	10.9%	5.7%
16-39	30.7%	27.5%	27.2%	9.3%	5.4%
25-54	25.6%	28.2%	28.1%	12.3%	5.8%
Ttl Ppl	22.4%	26.6%	28.1%	17.0%	5.9%

2009 timeslot winners, 18–49 (CSHR)

MasterChef Australia – Challenge (48.8%)
Talkin' 'bout Your Generation (47.7%)
MasterChef Australia (46.9%)
Ten News at Five (46.6%)
Glee (41.8%)
Rove (41.3%)
So You Think You Can Dance Australia (40.5%)
Ten News at Five Sat (40.3%)
The Biggest Loser - Weigh In (39.9%)
Celebrity MasterChef Australia (38.8%)
Merlin (38.4%)
Bondi Rescue (38.4%)
Recruits (38.3%)
The Biggest Loser (Tues –Fri) (38.0%)
NCIS (37.7%)
The Biggest Loser – Elimination (36.5%)
Lie To Me (36.2%)
House (35.7%)
The All New Simpsons Fri (34.2%)
Rules of Engagement (34.0%)

2009 timeslot winners, 16–39 (CSHR)

MasterChef Australia – Challenge (51.9%)
Talkin' 'bout Your Generation (50.9%)
Ten News at Five (50.3%)
MasterChef Australia (49.6%)
Glee (47.9%)
So You Think You Can Dance Australia (46.8%)
Rove (46.6%)
The Biggest Loser – Weigh In (44.1%)
Ten News at Five Sat (41.9%)
Celebrity MasterChef Australia (41.5%)
Merlin (41.2%)
The All New Simpsons Fri (40.8%)
The Biggest Loser (Tues-Fri) (40.7%)
Bondi Rescue (40.7%)
The Simpsons Tues (40.6%)
Rules of Engagement (39.7%)
House (39.7%)
The Biggest Loser – Elimination (39.5%)
Neighbours (39.4%)
The All New Simpsons Wed (39.3%)
Supernatural (38.9%)
The Simpsons (Mon-Fri) (38.4%)
NCIS (38.3%)
Rules of Engagement rpt (38.3%)
Lie To Me (37.0%)
The Biggest Loser US (36.8%)
Sports Tonight Sat (36.3%)
The Simpsons Wed (35.5%)
Good News Week (35.5%)
Little Britain USA (34.9%)

2009 top 20 programs (18–49)

	Program	Network	AUD
1	MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	TEN	2,046,000
2	MASTERCHEF AUSTRALIA - FINALE NIGHT	TEN	1,735,000
3	THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED	TEN	1,312,000
4	TEN'S AFL FINALS 2009: GRAND FINAL ST KILDA V GEELONG	TEN	1,267,000
5	RUGBY LEAGUE GRAND FINAL	9	1,175,000
6	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9	1,142,000
7	HEY HEY REUNION -EP2	9	1,135,000
8	UNDERBELLY: A TALE OF TWO CITIES*	9	1,123,000
9	THE 2009 GRAND FINAL POST MATCH PRESENTATION	TEN	1,115,000
10	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	1,076,000
11	HEY HEY REUNION	9	1,069,000
12	THE BIGGEST LOSER (AUS) - FINALE NIGHT	TEN	1,057,000
13	THE 2009 MELBOURNE CUP CARNIVAL: MELBOURNE CUP-THE RACE	7	971,000
14	MASTERCHEF AUSTRALIA - CHALLENGE	TEN	950,000
15	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - MATCH	9	921,000
16	TALKIN' 'BOUT YOUR GENERATION	TEN	895,000
17	51ST ANNUAL TV WEEK LOGIE AWARDS	9	851,000
18	PACKED TO THE RAFTERS	7	837,000
19	NIGHT AT THE MUSEUM	TEN	829,000
20	AUSTRALIAN IDOL - THE WINNER ANNOUNCED	TEN	825,000

* Underbelly figures include all first run episodes.

2009 top 20 programs (16–39)

	Program	Network	AUD
1	MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	TEN	1,502,000
2	MASTERCHEF AUSTRALIA - FINALE NIGHT	TEN	1,267,000
3	THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED	TEN	940,000
4	TEN'S AFL FINALS 2009: GRAND FINAL ST KILDA V GEELONG	TEN	867,000
5	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9	826,000
6	RUGBY LEAGUE GRAND FINAL	9	796,000
7	THE 2009 GRAND FINAL POST MATCH PRESENTATION	TEN	792,000
8	THE BIGGEST LOSER (AUS) - FINALE NIGHT	TEN	764,000
9	UNDERBELLY: A TALE OF TWO CITIES*	9	746,000
10	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	727,000
11	HEY HEY REUNION -EP2	9	726,000
12	HEY HEY REUNION	9	687,000
13	THE 2009 MELBOURNE CUP CARNIVAL: MELBOURNE CUP-THE RACE	7	666,000
14	MASTERCHEF AUSTRALIA - CHALLENGE	TEN	661,000
15	TALKIN' 'BOUT YOUR GENERATION	TEN	643,000
16	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - MATCH	9	626,000
17	SO YOU THINK YOU CAN DANCE AUSTRALIA - THE WINNER ANNOUNCED	TEN	614,000
18	NIGHT AT THE MUSEUM	TEN	612,000
19	HAMISH AND ANDY'S AMERICAN CARAVAN OF COURAGE	TEN	595,000
20	GLEE PREMIERE	TEN	588,000

2009 Total People Timeslot winners: Prime-time, Daytime and News (CSHR)

- Friends rpt (66.3%)
- Huey's Cooking Adventures (63.9%)
- Dharma & Greg (63.7%)
- Everybody Loves Raymond rpt (63.3%)
- Judge Judy (52.9%)
- The Bold and the Beautiful (45.4%)
- Ten News At Five (42.6%)
- MasterChef Australia – Challenge (41.6%)
- MasterChef Australia (40.9%)
- Talking 'bout Your Generation (40.1%)
- Ten News At Five Sat (39.7%)
- Recruits (36.7%)
- Merlin (35.3%)
- Ten News At Five Sun (34.0%)

2009 top 20 programs (total people)

	Program	Network	AUD
1	MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	TEN	3,726,000
2	MASTERCHEF AUSTRALIA - FINALE NIGHT	TEN	3,293,000
3	TEN'S AFL FINALS 2009: GRAND FINAL ST KILDA V GEELONG	TEN	2,878,000
4	THE 2009 MELBOURNE CUP CARNIVAL: MELBOURNE CUP-THE RACE	7	2,673,000
5	RUGBY LEAGUE GRAND FINAL	9	2,528,000
6	THE 2009 GRAND FINAL POST MATCH PRESENTATION	TEN	2,448,000
7	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9	2,322,000
8	HEY HEY REUNION -EP2	9	2,213,000
9	UNDERBELLY: A TALE OF TWO CITIES*	9	2,158,000
10	HEY HEY REUNION	9	2,149,000
11	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	2,134,000
12	THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED	TEN	2,094,000
13	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - MATCH	9	1,907,000
14	PACKED TO THE RAFTERS	7	1,872,000
15	THE BIGGEST LOSER (AUS) - FINALE NIGHT	TEN	1,798,000
16	MASTERCHEF AUSTRALIA - CHALLENGE	TEN	1,736,000
17	TV WEEK LOGIE AWARDS ARRIVALS	9	1,698,000
18	THE 2009 GRAND FINAL PRE MATCH ENTERTAINMENT	TEN	1,697,000
19	51ST ANNUAL TV WEEK LOGIE AWARDS	9	1,664,000
20	SEVEN NEWS - EXTENDED - BUSHFIRE DISASTER EDITION	7	1,640,000

Commercial Share Percentage Variance - Commercial Primary Networks
Wks 7-48 2008 v 2009 (Excl Easter and Olympics) Sun-Sat 1800-2230

