

WEEKLY RATINGS WRAP



OzTAM survey period 9, week 1 (Week 41)

- Network Ten Total had a prime-time (18:00 – 22.30) network commercial share of 25.2%

TEN Highlights:

- **#1 network in 18-49:** Year-to-date TEN has a 33.7% share in 18-49 (up 2.9% year on year)
- **#1 network in 16-39:** Year-to-date TEN has a 37.1% share in 16-39 (up 2.6% year on year)
- New season **NCIS** drew an audience of 1.45 million viewers
- The season premiere of **Lie To Me** won its timeslot in all key demographics: 18-49 (34.2%), 16-39 (35.6%) and 25-54 (34.1%) – 1.06 million viewers
- **Celebrity MasterChef** drew an audience of 1.09 million viewers, peaking at 1.56 million viewers
- **NCIS: Los Angeles** drew an audience of 915k viewers, peaking at 1.09 million viewers
- TEN won Thursday night prime-time in 16-39 (37.8%)
- **Glee** won its timeslot in all key demographics: 18-49 (45.1%), 16-39 (52.4%) and 25-54 (39.4%) – 1.03 million viewers; Thursday's #1 show in 18-49 and 16-39
- **TEN News at Five** won its 5-6 pm Mon – Fri timeslot in all key demographics: 18-49 (44.4%), 16-39 (48.5%) and 25-54 (44.5%) and total people (40.9%)
- TEN is the **#1 network in daytime** with an average total audience YTD 277k vs Seven's 257k and Nine's 185k; **TEN News At Five** remains the top daytime program YTD

Sun 4 – Sat 10 Oct 2009

TEN: Week 41 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	29.2%	32.2%	27.2%	25.1%
9	37.7%	35.5%	38.7%	39.0%
7	33.1%	32.3%	34.0%	35.8%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	28.6%	31.2%	26.9%	25.1%
9	37.9%	35.8%	38.9%	39.3%
7	33.5%	33.0%	34.2%	35.6%

TEN: Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.7%	37.1%	31.7%	29.1%
9	32.8%	31.5%	33.8%	34.1%
7	33.5%	31.4%	34.5%	36.8%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.8%	35.8%	31.0%	28.8%
9	33.3%	32.0%	34.3%	34.6%
7	33.9%	32.2%	34.7%	36.6%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.7%	36.3%	32.5%	30.9%
9	31.5%	30.6%	32.1%	32.5%
7	34.8%	33.1%	35.4%	36.6%

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. Excludes digital terrestrial channels. 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.

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WEEKLY RATINGS WRAP



OzTAM survey period 9, week 1 (Week 41 continued)

Sun 4 – Sat 10 Oct 2009

TEN Timeslot wins, 18-49 (CSHR)

- **Lie To Me** (34.2%); also won its timeslot in 25-54 (34.1%)
- **Glee** (45.1%); also won its timeslot in 25-54 (39.4%)
- **Nurse Jackie** (37.6%); also won its timeslot in 25-54 (35.4%)
- **The Simpsons Movie** (37.2%)

TEN Timeslot wins, 16-39 (CSHR)

- **Lie To Me** (35.6%)
- **Glee** (52.4%)
- **Little Britain USA** (37.6%)
- **Nurse Jackie** (39.2%)
- **The Simpsons Movie** (44.2%)
- **The Simpsons** (Mon – Fri) (36.1%)
- **Neighbours** (Mon – Fri) (38.7%)

ONE

- ONE had the top show of the week on sports channels, with **FIA Formula One World Championship 2009 (Japan)**
- On Sunday, ONE had the top 7 shows on sports channels, with the **FIA Formula One World Championship 2009 (Japan)** taking the #1 spot and drawing an audience of 106,000 viewers (peaking at 213,000 viewers)
- On Wednesday, ONE had the top 18 shows on sports channels, with **Slamball** taking the #1 spot and drawing an audience of 23,000 viewers (peaking at 62,000 viewers)
- On Thursday, ONE had the top 13 shows on sports channels, with **UFC Wired** taking the #1 spot and drawing an audience of 76,000 viewers (peaking at 119,000 viewers)
- On Friday, ONE had the top show on sports channels, with **Sports Tonight** taking the #1 spot and drawing an audience of 65,000 viewers (peaking at 93,000 viewers)

Top 10 programs (18-49)

	Program	Network
1	RUGBY LEAGUE GRAND FINAL	9
2	HEY HEY REUNION -EP2	9
3	FLASHFORWARD	7
4	NINE NEWS SUNDAY	9
5	PACKED TO THE RAFTERS	7
6	TWO AND A HALF MEN -MON	9
7	NCIS	TEN
8	THE BIG BANG THEORY	9
9	GLEE THURS	TEN
10	BEAUTY AND THE GEEK AUSTRALIA	7

Top 10 programs (16-39)

	Program	Network
1	RUGBY LEAGUE GRAND FINAL	9
2	HEY HEY REUNION -EP2	9
3	FLASHFORWARD	7
4	PACKED TO THE RAFTERS	7
5	GLEE THURS	TEN
6	NINE NEWS SUNDAY	9
7	NCIS	TEN
8	BEAUTY AND THE GEEK AUSTRALIA	7
9	TWO AND A HALF MEN -MON	9
10	THE BIG BANG THEORY	9

Top 10 programs (25-54)

	Program	Network
1	RUGBY LEAGUE GRAND FINAL	9
2	HEY HEY REUNION -EP2	9
3	FLASHFORWARD	7
4	NINE NEWS SUNDAY	9
5	PACKED TO THE RAFTERS	7
6	TWO AND A HALF MEN -MON	9
7	NCIS	TEN
8	RUGBY LEAGUE GRAND FINAL PRESENTATION	9
9	60 MINUTES	9
10	RUGBY LEAGUE GRAND FINAL ENTERTAINMENT	9