

# WEEKLY RATINGS WRAP



## OzTAM survey period 9, week 2 (Week 42)

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 27.7%

### TEN Highlights:

- **#1 network in 18-49:** Year-to-date TEN has a 33.7% share in 18-49 (up 2.8% year on year)
- TEN won the week in 16-39 with a 35.7% share
- **#1 network in 16-39:** Year-to-date TEN has a 37.0% share in 16-39 (up 2.6% year on year)
- TEN wins Tuesday night prime-time in 16-39 (39.2%)
- New season **NCIS** drew an audience of 1.48 million viewers
- **Lie To Me** won its timeslot in all key demographics: 18-49 (40.0%), 16-39 (43.8%) and 25-54 (40.1%) – 1.16 million viewers
- TEN wins Wednesday night prime-time in all key demographics: 18-49 (35.8%), 16-39 (39.2%) and 25-54 (34.5%).
- **Celebrity MasterChef** won its timeslot in all key demographics: 18-49 (40.3%), 16-39 (41.2%) and 25-54 (40.6%) – 1.19 million viewers; Wednesday's #1 show in all key demographics
- **NCIS: Los Angeles** won its timeslot in all key demographics: 18-49 (41.2%), 16-39 (44.5%), 25-54 (40.3%) and total people (35.5%) – drew its highest audience of the season so far with 1.07 million viewers
- TEN won Thursday night prime-time in 16-39 (36.6%)
- **Glee** won its timeslot in all key demographics: 18-49 (40.6%), 16-39 (45.7%) and 25-54 (35.7%)
- **TEN News at Five** won its 5-6 pm Mon – Fri timeslot in all key demographics: 18-49 (44.5%), 16-39 (46.9%) and 25-54 (45.3%) and total people (41.9%)
- TEN is the **#1 network in daytime** with an average total audience YTD 276k vs Seven's 256k and Nine's 185k; **TEN News At Five** remains the top daytime program YTD

Sun 11 – Sat 17 Oct 2009

### TEN: Week 42 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>32.4%</b>	<b>35.7%</b>	<b>30.1%</b>	<b>27.4%</b>
9	30.6%	28.7%	31.8%	32.5%
7	37.0%	35.6%	38.1%	40.1%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>32.0%</b>	<b>34.8%</b>	<b>30.0%</b>	<b>27.5%</b>
9	31.1%	29.2%	32.2%	32.9%
7	37.0%	36.0%	37.8%	39.6%

### TEN: 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>33.7%</b>	<b>37.0%</b>	<b>31.7%</b>	<b>29.1%</b>
9	32.8%	31.4%	33.8%	34.0%
7	33.6%	31.5%	34.6%	36.9%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>32.8%</b>	<b>35.7%</b>	<b>31.0%</b>	<b>28.8%</b>
9	33.3%	32.0%	34.3%	34.5%
7	34.0%	32.3%	34.8%	36.7%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.6%</b>	<b>36.2%</b>	<b>32.4%</b>	<b>30.8%</b>
9	31.4%	30.5%	32.0%	32.5%
7	35.0%	33.3%	35.6%	36.7%

### 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.

Contact: Gabrielle Crittenden 02 9650 1471.

# WEEKLY RATINGS WRAP



OzTAM survey period 9, week 2 (Week 42 continued)

Sun 11 – Sat 17 Oct 2009

## TEN Timeslot wins, 18-49 (CSHR)

- **The All New Simpsons** (35.4%)
- **Lie To Me** (40.0%); also won its timeslot in 25-54 (40.1%)
- **Celebrity MasterChef** (40.3%); also won its timeslot in 25-54 (40.6%)
- **NCIS: Los Angeles** (41.2%); also won its timeslot in 25-54 (40.3%) and total people (35.5%)
- **Glee** (40.6%); also won its timeslot in 25-54 (35.7%)
- **Love Actually rpt** (39.9%); also won its timeslot in 25-54 (39.2%)

## TEN Timeslot wins, 16-39 (CSHR)

- **The All New Simpsons** (39.1%)
- **Lie To Me** (43.8%)
- **Celebrity MasterChef** (41.2%)
- **NCIS: Los Angeles** (44.5%)
- **Glee** (45.7%)
- **Love Actually rpt** (38.4%)
- **X-Men: The Last Stand rpt** (38.4%)
- **The Simpsons** (Mon – Fri) (36.8%)
- **Neighbours** (Mon – Fri) (38.5%)

## ONE

- On Sunday, ONE had the top 4 shows on sports channels, with the **Champions League Twenty20 Cricket 2009 Live** taking the #1 spot and drawing an audience of 79,000 viewers (peaking at 160,000 viewers)
- On Monday, ONE had the top 7 shows on sports channels, with the **Champions League Twenty20 Cricket 2009 Live** taking the #1 spot and drawing an audience of 90,000 viewers (peaking at 175,000 viewers)
- On Tuesday, ONE had the top 9 shows on sports channels, with the **Champions League Twenty20 Cricket 2009 Live** taking the #1 spot and drawing an audience of 85,000 viewers (peaking at 194,000 viewers)
- On Thursday, ONE had the top 17 shows on sports channels, with **UFC Wired** taking the #1 spot and drawing an audience of 71,000 viewers (peaking at 121,000 viewers)
- On Friday, ONE had the top show on sports channels, with the **Champions League Twenty20 Cricket 2009 Live** taking the #1 spot and drawing an audience of 66,000 viewers (peaking at 151,000 viewers)
- On Saturday, ONE had the top 2 shows on sports channels with **OmniSport 2009** taking the #1 spot and drawing an audience of 76,000 viewers (peaking at 110,000 viewers)

## Top 10 programs (18-49)

	Program	Network
1	FLASHFORWARD	7
2	PACKED TO THE RAFTERS	7
3	NCIS	TEN
4	CELEBRITY MASTERCHEF AUSTRALIA	TEN
5	M-WILD HOGS	7
6	THE FORCE - BEHIND THE LINE	7
7	BEAUTY AND THE GEEK AUSTRALIA	7
8	LIE TO ME	TEN
9	DESTROYED IN SECONDS	7
10	20 TO 1 -TUE	9

## Top 10 programs (16-39)

	Program	Network
1	FLASHFORWARD	7
2	PACKED TO THE RAFTERS	7
3	NCIS	TEN
4	BEAUTY AND THE GEEK AUSTRALIA	7
5	LIE TO ME	TEN
6	THE SIMPSONS TUES	TEN
7	CELEBRITY MASTERCHEF AUSTRALIA	TEN
8	THE ALL NEW SIMPSONS TUES	TEN
9	20 TO 1 -TUE	9
10	M-WILD HOGS	7

## Top 10 programs (25-54)

	Program	Network
1	FLASHFORWARD	7
2	PACKED TO THE RAFTERS	7
3	NCIS	TEN
4	CELEBRITY MASTERCHEF AUSTRALIA	TEN
5	THE FORCE - BEHIND THE LINE	7
6	SEVEN NEWS - SUN	7
7	M-WILD HOGS	7
8	DESTROYED IN SECONDS	7
9	20 TO 1 -TUE	9
10	SPICKS AND SPECKS-EV	ABC1