

WEEKLY RATINGS WRAP



OzTAM survey period 10, week 1 (Week 45)

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 25.8%

TEN Highlights:

- **#2 network in 18-49:** Year-to-date TEN has a 33.6% share in 18-49 (up 2.8% year on year)
- TEN won the week in 16-39 with a 35.2% share
- **#1 network in 16-39:** Year-to-date TEN has a 36.9% share in 16-39 (up 2.7% year on year)
- TEN won Sunday night prime-time in 16-39 (36.8%)
- **Rove** won its timeslot in all key demographics: 18-49 (40.7%), 16-39 (45.5%) and 25-54 (37.1%)
- **Good News Week** won its timeslot in 16-39 (36.7%)
- **The All New Simpsons** won its timeslot in 16-39 (39.1%)
- **The Simpsons Tuesday** won its timeslot in 16-39 (40.4%) – 1.03 million viewers
- **NCIS Rpt** drew an audience of 1.27 million viewers
- TEN won Wednesday night prime-time in all key demographics: 18-49 (39.0%), 16-39 (45.0%) and 25-54 (36.0%)
- **Celebrity MasterChef** won its timeslot in all key demographics: 18-49 (43.1%), 16-39 (48.6%) and 25-54 (41.2%) – 1.22 million viewers; Wednesday's #1 show in all key demographics
- **A Model Daughter – The Killing of Caroline Byrne** won its timeslot in all key demographics: 18-49 (41.7%), 16-39 (45.5%), 25-54 (39.4%) and total people (37.7%) - 1.06 million viewers
- **Glee** won its timeslot in: 18-49 (37.6%) and 16-39 (44.2%) – 919k viewers
- **TEN News at Five** won its 5-6 pm Mon – Fri timeslot in all key demographics: 18-49 (45.3%), 16-39 (46.5%) and 25-54 (45.8%) and total people (41.5%)
- TEN is the **#1 network in daytime** with an average total audience YTD 272k vs Seven's 256k and Nine's 183k; **TEN News At Five** remains the top regular daytime program YTD

Sun 1 - Sat 7 Nov 2009

TEN: Week 45 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.4%	35.2%	29.0%	26.4%
9	31.3%	30.0%	32.1%	32.4%
7	37.4%	34.8%	38.9%	41.2%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.0%	34.4%	28.9%	26.6%
9	31.5%	30.1%	32.3%	32.8%
7	37.6%	35.5%	38.8%	40.6%

TEN: Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.6%	36.9%	31.5%	28.9%
9	32.7%	31.4%	33.7%	34.0%
7	33.7%	31.7%	34.7%	37.1%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.7%	35.7%	30.9%	28.7%
9	33.2%	31.9%	34.2%	34.5%
7	34.1%	32.5%	34.9%	36.9%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.6%	36.2%	32.3%	30.7%
9	31.3%	30.4%	32.0%	32.4%
7	35.2%	33.5%	35.8%	36.9%

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. Program commercial share figures are based on confirmed times to the nearest minute. Year-on-year comparisons are for Weeks 7 - 45 2008 v 2009 excluding Easter and Olympics.

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 10, week 1 (Week 45 continued)

Sun 1 - Sat 7 Nov 2009

TEN Timeslot wins, 18-49 (CSHR)

- **Rove** (40.7%); also won its timeslot in 25-54 (37.1%)
- **Celebrity MasterChef** (43.1%); also won its timeslot in 25-54 (41.2%)
- **A Model Daughter - The Killing of Caroline Byrne** (41.7%); also won its timeslot in 25-54 (39.4%) and total people (37.7%)
- **Glee** (37.6%)

TEN Timeslot wins, 16-39 (CSHR)

- **Rove** (45.5%)
- **Good News Week** (36.7%)
- **The All New Simpsons** (39.1%)
- **The Simpsons Tuesday** (40.4%)
- **Celebrity MasterChef** (48.6%)
- **A Model Daughter - The Killing of Caroline Byrne** (45.5%)
- **Glee** (44.2%)
- **How To Lose A Guy In 10 Days** (40.4%)
- **The Simpsons** (Mon – Fri) (38.8%)
- **Neighbours** (Mon – Fri) (40.1%)

ONE

- On Sunday, ONE had the top 3 shows on sports channels, with the **FIA Formula One World Championship 2009 Pre Race (Abu Dhabi)** taking the #1 spot and drawing 108,000 viewers (peaking at 162,000 viewers)
- On Tuesday, ONE had the top 5 shows on sports channels, with **Sports Unlimited 2009 Rpt** taking the #1 spot and drawing 49,000 viewers (peaking at 78,000 viewers)
- On Wednesday, ONE had the top 3 shows on sports channels, with **Sports Tonight** taking the #1 spot and drawing 42,000 viewers (peaking at 87,000 viewers)
- On Thursday, ONE had 3 of the top 5 shows on sports channels, with **UFC Wired** taking the #2 spot and drawing 77,000 viewers (peaking at 142,000 viewers)

Top 10 programs (18-49)

	Program	Network
1	THE 2009 MELBOURNE CUP CARNIVAL: MELBOURNE CUP-THE RACE	7
2	PACKED TO THE RAFTERS	7
3	BEAUTY AND THE GEEK AUSTRALIA	7
4	CELEBRITY MASTERCHEF AUSTRALIA	TEN
5	THE BIG BANG THEORY	9
6	TWO AND A HALF MEN -MON	9
7	THE FORCE - BEHIND THE LINE	7
8	BONES	7
9	NCIS RPT	TEN
10	PRIVATE PRACTICE-TUE	7

Top 10 programs (16-39)

	Program	Network
1	THE 2009 MELBOURNE CUP CARNIVAL: MELBOURNE CUP-THE RACE	7
2	PACKED TO THE RAFTERS	7
3	BEAUTY AND THE GEEK AUSTRALIA	7
4	CELEBRITY MASTERCHEF AUSTRALIA	TEN
5	THE SIMPSONS TUES	TEN
6	THE BIG BANG THEORY	9
7	THE FORCE - BEHIND THE LINE	7
8	TWO AND A HALF MEN -MON	9
9	THE ALL NEW SIMPSONS TUES	TEN
10	NCIS RPT	TEN

Top 10 programs (25-54)

	Program	Network
1	THE 2009 MELBOURNE CUP CARNIVAL: MELBOURNE CUP-THE RACE	7
2	PACKED TO THE RAFTERS	7
3	TWO AND A HALF MEN -MON	9
4	BEAUTY AND THE GEEK AUSTRALIA	7
5	THE FORCE - BEHIND THE LINE	7
6	CELEBRITY MASTERCHEF AUSTRALIA	TEN
7	THE BIG BANG THEORY	9
8	BONES	7
9	SPICKS AND SPECKS-EV	ABC1
10	FLASHFORWARD	7