

# WEEKLY RATINGS WRAP



## OzTAM survey period 10, week 2 (Week 46)

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 25.7%

### TEN Highlights:

- TEN is competitive in 18-49: Year-to-date TEN has a 33.5% share in 18-49 (up 2.9% year on year)
- TEN won the week in 16-39 with a 34.9% share
- TEN is the #1 network in 16-39: Year-to-date TEN has a 36.9% share in 16-39 (up 2.7% year on year)
- **Rove** won its timeslot in all 18-49 (34.6%) and 16-39 (37.9%)
- **Good News Week** won its timeslot in 16-39 (37.5%)
- TEN won Tuesday night prime-time in 16-39 (36.4%)
- **The Simpsons Tuesday Ep 1** won its timeslot in 16-39 (37.8%)
- **The Simpsons Tuesday Ep 2** won its timeslot in 16-39 (40.2%)
- **NCIS** drew an audience of 1.25 million viewers
- TEN won Wednesday night prime-time in 18-49 (36.5%) and 16-39 (41.1%)
- **Celebrity MasterChef** won its timeslot in all key demographics: 18-49 (41.5%), 16-39 (44.9%) and 25-54 (40.2%) – 1.12 million viewers; Wednesday's #1 show in 18-49 and 16-39
- **NCIS: Los Angeles** won its timeslot in 18-49 (37.6%) and 16-39 (40.9%)
- **NCIS Rpt** won its timeslot in 16-39 (36.8%) and 25-54 (35.6%)
- **Glee Rpt** won its timeslot in: 18-49 (34.4%) and 16-39 (41.5%)
- **TEN News at Five** won its 5-6 pm Mon – Fri timeslot in all key demographics: 18-49 (47.8%), 16-39 (49.9%) and 25-54 (47.7%) and total people (43.3%)
- TEN is the **#1 network in daytime** with an average total audience YTD 272k vs Seven's 255k and Nine's 183k; **TEN News At Five** remains the top regular daytime program YTD

Sun 8 - Sat 14 Nov 2009

### TEN: Week 46 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>31.1%</b>	<b>34.9%</b>	<b>28.9%</b>	<b>26.4%</b>
9	32.0%	30.4%	32.8%	33.2%
7	37.0%	34.7%	38.3%	40.4%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>30.6%</b>	<b>33.9%</b>	<b>28.8%</b>	<b>26.6%</b>
9	32.2%	30.6%	33.1%	33.5%
7	37.2%	35.5%	38.1%	39.9%

### 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>33.5%</b>	<b>36.9%</b>	<b>31.5%</b>	<b>28.9%</b>
9	32.7%	31.3%	33.7%	34.0%
7	33.8%	31.8%	34.8%	37.2%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>32.6%</b>	<b>35.6%</b>	<b>30.8%</b>	<b>28.6%</b>
9	33.2%	31.8%	34.2%	34.4%
7	34.2%	32.6%	35.0%	37.0%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.5%</b>	<b>36.1%</b>	<b>32.2%</b>	<b>30.6%</b>
9	31.3%	30.3%	32.0%	32.4%
7	35.2%	33.5%	35.8%	37.0%

### 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 - 46 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.

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# WEEKLY RATINGS WRAP



OzTAM survey period 10, week 2 (Week 46 continued)

Sun 8 - Sat 14 Nov 2009

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

- **Rove** (34.6%)
- **Celebrity MasterChef** (41.5%); also won its timeslot in 25-54 (40.2%)
- **NCIS: Los Angeles** (37.6%)
- **Glee Rpt** (34.4%)
- **Ever After Rpt** (36.6%); also won its timeslot in 25-54 (35.5%) and total people (34.6%)

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

- **Rove** (37.9%)
- **Good News Week** (37.5%)
- **The Simpsons Tuesday Ep 1** (37.8%)
- **The Simpsons Tuesday Ep 2** (40.2%)
- **Celebrity MasterChef** (44.9%)
- **NCIS: Los Angeles** (40.9%)
- Wednesday's **NCIS Rpt** (36.8%)
- **Glee** (41.5%)
- **Ever After Rpt** (37.7%)
- **The Simpsons** (Mon – Fri) (38.1%)
- **Neighbours** (Mon – Fri) (39.2%)

## ONE

- On Monday, ONE had the top show on sports channels, with the **Football: Bundesliga Highlights Hour** taking the #1 spot and drawing 36,000 viewers (peaking at 76,000 viewers)
- On Tuesday, ONE had the top 2 shows on sports channels, with **NRL Replay** taking the #1 spot and drawing 30,000 viewers (peaking at 85,000 viewers)
- On Thursday, ONE had 7 of the top 10 shows on sports channels, with **UFC Wired** taking the #1 spot and drawing 83,000 viewers (peaking at 133,000 viewers)

## Top 10 programs (18-49)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	TWO AND A HALF MEN -MON	9
3	BONES	7
4	BEAUTY AND THE GEEK AUSTRALIA	7
5	THE FORCE - BEHIND THE LINE	7
6	THE BIG BANG THEORY	9
7	<b>CELEBRITY MASTERCHEF AUSTRALIA</b>	<b>TEN</b>
8	<b>NCIS</b>	<b>TEN</b>
9	FLASHFORWARD	7
10	THE AMAZING RACE 15	7

## Top 10 programs (16-39)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	BEAUTY AND THE GEEK AUSTRALIA	7
3	TWO AND A HALF MEN -MON	9
4	<b>CELEBRITY MASTERCHEF AUSTRALIA</b>	<b>TEN</b>
5	<b>NCIS</b>	<b>TEN</b>
6	THE BIG BANG THEORY	9
7	THE AMAZING RACE 15	7
8	BONES	7
9	SPICKS AND SPECKS-EV	ABC1
10	THE FORCE - BEHIND THE LINE	7

## Top 10 programs (25-54)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	TWO AND A HALF MEN -MON	9
3	THE FORCE - BEHIND THE LINE	7
4	BONES	7
5	BORDER SECURITY - AUSTRALIA'S FRONT LINE	7
6	SPICKS AND SPECKS-EV	ABC1
7	<b>CELEBRITY MASTERCHEF AUSTRALIA</b>	<b>TEN</b>
8	FLASHFORWARD	7
9	<b>NCIS</b>	<b>TEN</b>
10	THE BIG BANG THEORY	9