

# WEEKLY RATINGS WRAP



## OzTAM survey period 6, week 4 (Week 32)

- Network Ten Total had a prime-time (18:00 – 22.30) network commercial share of 29.2%

### TEN Highlights:

- **#1 Network in 18-49:** Year-to-date TEN has a 34.6% share in 18-49 (up 4.3% year on year); TEN won survey period 6 (35.7%, up 12.6% year on year)
- TEN won the week in 16-39 with a 36.2% share (up 9.1% year on year)
- **#1 Network in 16-39:** Year-to-date TEN has a 38.0% share in 16-39 (up 4.3% year on year); TEN won survey period 6 (39.0%, up 9.0% year on year)
- TEN won Sunday night prime-time in 18-49 (36.4%) and 16-39 (41.1%)
- **Eragon** won timeslot in 16-39 (36.8%) and had 1.18 million viewers
- **The Devil Wears Prada rpt** won its timeslot in all key demographics: 18-49 (45.9%), 16-39 (50.7%), 25-54 (41.8%) and total people (39.3%) – 1.24m viewers and the night's #1 show in 18-49 and 16-39
- **The Biggest Loser US** won its timeslot in all key demographics and total people (34.6%)
- TEN won Tuesday night prime time in 16-39 (38.5%)
- **Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (45.3%), 16-39 (48.8%), 25-54 (42.0%) and total people (39.1%) – 1.51 m viewers; the week's #1 show in 16-39
- **NCIS Ep 1 rpt** drew an audience of 1.05 viewers
- **NCIS Ep 2 rpt** won its timeslot in 18-49 (37.9%), 16-39 (39.2%); drew an audience of 1.09m viewers
- **The All New Simpsons** and **The Simpsons Wednesday** won their timeslots in 16-39 (42.9% and 42.1%, respectively)
- **Rules of Engagement** and **Rules of Engagement rpt** won their timeslots in 16-39 (38.8% and 36.6%, respectively)
- **Rush** won its timeslot in 18-49 (37.2%), 16-39 (36.9%), 25-54 (36.1%) and total people (39.1%) – highest-ever audience of 1.23 m viewers; Thursday's #1 show in all key demographics
- **TEN News at Five** won its 5-6 pm Monday – Friday timeslot in all key demographics; 18-49 (47.8%), 16-39 (50.2%) and 25-54 (47.2%) and total people (42.9%)
- TEN is the No. 1 network in daytime with an average total audience YTD 289k vs Seven's 263k and Nine's 192k; **TEN News At Five** remains the top daytime program YTD

## Sun 2 – Sat 8 August 2009

### TEN: Week 32 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.1%</b>	<b>36.2%</b>	<b>30.8%</b>	<b>28.4%</b>
9	30.5%	28.7%	31.7%	32.2%
7	36.5%	35.1%	37.5%	39.3%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>32.2%</b>	<b>35.0%</b>	<b>30.2%</b>	<b>28.2%</b>
9	30.7%	28.8%	31.9%	32.5%
7	37.1%	36.2%	37.9%	39.3%

### 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>34.6%</b>	<b>38.0%</b>	<b>32.5%</b>	<b>29.9%</b>
9	32.1%	30.9%	33.1%	33.6%
7	33.3%	31.1%	34.3%	36.5%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.6%</b>	<b>36.6%</b>	<b>31.8%</b>	<b>29.6%</b>
9	32.8%	31.6%	33.7%	34.1%
7	33.7%	31.8%	34.5%	36.3%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>34.3%</b>	<b>36.9%</b>	<b>33.0%</b>	<b>31.4%</b>
9	31.1%	30.3%	31.7%	32.3%
7	34.6%	32.8%	35.3%	36.3%

### 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. 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 6, week 4 (Week 32 continued)

Sun 2 – Sat 8 August 2009

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

- **The Devil Wears Prada** (45.9%); also won timeslot in 25-54 (41.8%) and total people (39.3%)
- **The Biggest Loser US** (40.5%); also won timeslot in 25-54 (39.3%) and total people (34.6%)
- **Talkin' 'bout Your Generation** (45.3%); also won timeslot in 25-54 (42.0%) and total people (39.1%)
- **NCIS Ep 2 rpt** (37.9%)
- **Rush** (37.2%); also won timeslot in 25-54 (36.1%) and total people (39.1%)

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

- **Eragon** (36.8%)
- **The Devil Wears Prada** (50.7%)
- **The Biggest Loser US** (43.3%)
- **Talkin' 'bout Your Generation** (48.8%)
- **NCIS Ep 2 rpt** (39.2%)
- **The All New Simpsons** (42.9%) – Wednesday's #3 show in 16-39
- **The Simpsons Wednesday** (42.1%) – Wednesday's #2 show in 16-39
- **Rules of Engagement** (38.8%)
- **Rules of Engagement rpt** (36.6%)
- **Rush** (36.9%)
- **The Simpsons** (Mon – Fri) (37.9%)
- **Neighbours** (Mon – Fri) (39.4%)

## AFL

- **Western Bulldogs v West Coast** won its timeslot in total people in Perth (86.5%)
- **Hawthorn v St Kilda** won its timeslot in total people in Sydney (40.0%), Melbourne (70.5%) and Adelaide (70.4%)
- **Adelaide v Collingwood** won its timeslot in total people in Melbourne (42.1%) and Adelaide (49.4%)
- **Before the Game** won its timeslot in total people in Melbourne (40.8%)

## ONE

- **One Week At A Time** had an audience of 78,000 viewers (peaking at 127,000 viewers)
- **Sports Tonight Weekend Wrap** had an audience of 69,000 (peaking at 126,000 viewers)
- **Thursday Night Live** had an audience of 63,000 viewers (peaking at 133,000 viewers)
- **Isle of Man Tourist Trophy** had an audience of 74,000 viewers (peaking at 142,000 viewers)

## Top 10 programs (18-49)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	SPICKS AND SPECKS-EV	ABC1
4	THE DEVIL WEARS PRADA RPT	TEN
5	TWO AND A HALF MEN	9
6	MIRACLE OF THE HUDSON PLANE CRASH	7
7	WORLD'S STRICTEST PARENTS	7
8	SEVEN NEWS - SUN	7
9	UNITED STATES OF TARA-LE	ABC1
10	GOOD NEWS WEEK	TEN

## Top 10 programs (16-39)

	Program	Network
1	TALKIN' 'BOUT YOUR GENERATION	TEN
2	THE DEVIL WEARS PRADA RPT	TEN
3	PACKED TO THE RAFTERS	7
4	SPICKS AND SPECKS-EV	ABC1
5	THE SIMPSONS WED	TEN
6	TWO AND A HALF MEN	9
7	GOOD NEWS WEEK	TEN
8	THE ALL NEW SIMPSONS WED	TEN
9	WORLD'S STRICTEST PARENTS	7
10	MIRACLE OF THE HUDSON PLANE CRASH	7

## Top 10 programs (25-54)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	SPICKS AND SPECKS-EV	ABC1
3	TALKIN' 'BOUT YOUR GENERATION	TEN
4	TWO AND A HALF MEN	9
5	SEVEN NEWS - SUN	7
6	MIRACLE OF THE HUDSON PLANE CRASH	7
7	THE DEVIL WEARS PRADA RPT	TEN
8	WORLD'S STRICTEST PARENTS	7
9	NINE NEWS SUNDAY	9
10	UNITED STATES OF TARA-LE	ABC1