

# WEEKLY RATINGS WRAP



## OzTAM survey period 8, week 4 (Week 40)

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 26.0%

### TEN Highlights:

- **#1 network in 18-49:** Year-to-date TEN has a 33.8% share in 18-49 (up 3.1% year on year)
- TEN won the week in 16-39 with a 33.6% share
- TEN won survey period 8 in 16-39 with a 34.2% share
- **#1 network in 16-39:** Year-to-date TEN has a 37.2% share in 16-39 (up 2.9% year on year)
- TEN won Sunday night prime-time in 16-39 (37.0%)
- **Talkin' 'bout Your Generation rpt** won its timeslot in 16-39 (37.6%)
- **Australian Idol** won its timeslot in 16-39 (38.2%)
- **Australian Idol's** week-on-week commercial share lifts in all key demographics: 18-49 (up 6.0%), 16-39 (up 5.0%) and 25-54 (up 2.0%)
- **Rove** won its timeslot in 16-39 (41.0%)
- The season premiere of **NCIS** won its timeslot in 16-39 (40.4%) – 1.42 million viewers; Tuesday's #1 show in 16-39
- Tuesday's **NCIS rpt** draws an audience of 1.04 million viewers
- **Celebrity MasterChef** drew an audience of 1.36 million viewers, peaking at 1.92 million viewers
- The season premiere of **NCIS: Los Angeles** drew an audience of 935k viewers (peaking at 1.18 million).
- TEN won Thursday night prime-time in 18-49 (34.2%) and 16-39 (38.8%)
- **Glee** won its timeslot in all key demographics: 18-49 (42.6%), 16-39 (48.4%) and 25-54 (38.2%) – 965k viewers
- **Rush** won its timeslot in 18-49 (34.5%) and 16-39 (38.8%) – 944k viewers
- **TEN News at Five** won its 5-6 pm Mon – Fri timeslot in all key demographics; 18-49 (46.8%), 16-39 (50.7%) and 25-54 (47.0%) and total people (41.6%)
- TEN is the **#1 network in daytime** with an average total audience YTD 279k vs Seven's 258k and Nine's 186k; **TEN News At Five** remains the top daytime program YTD

Sun 27 Sept – 3 Oct 2009

### TEN: Week 40 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>30.2%</b>	<b>33.6%</b>	<b>28.1%</b>	<b>25.6%</b>
9	34.9%	32.9%	36.4%	36.2%
7	34.9%	33.5%	35.4%	38.2%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>29.5%</b>	<b>32.4%</b>	<b>27.6%</b>	<b>25.5%</b>
9	34.9%	33.0%	36.3%	35.9%
7	35.7%	34.6%	36.1%	38.5%

### 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>33.8%</b>	<b>37.2%</b>	<b>31.8%</b>	<b>29.2%</b>
9	32.7%	31.4%	33.7%	33.9%
7	33.5%	31.4%	34.5%	36.8%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>32.9%</b>	<b>35.9%</b>	<b>31.1%</b>	<b>28.9%</b>
9	33.2%	31.9%	34.2%	34.4%
7	33.9%	32.2%	34.7%	36.6%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.9%</b>	<b>36.5%</b>	<b>32.6%</b>	<b>31.0%</b>
9	31.3%	30.5%	32.0%	32.4%
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.

**Contact:** Gabrielle Crittenden 02 9650 1471.

# WEEKLY RATINGS WRAP



OzTAM survey period 8, week 4 (Week 40 continued)

Sun 27 Sept – Sat 3 Oct 2009

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

- **Glee** (42.6%); also won it timeslot in 25-54 (38.2%)
- **Rush** (34.5%)

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

- **Talkin' 'bout Your Generation rpt** (37.6%)
- **Australian Idol** (38.2%)
- **Rove** (41.0%)
- **NCIS** (40.4%)
- **Glee** (48.4%)
- **Rush** (38.8%)
- **The Simpsons** (Mon – Fri) (38.3%)
- **Neighbours** (Mon – Fri) (39.8%)

## ONE

- ONE had the top two shows of the week on sports channels, with **FIA Formula One World Championship 2009 (Singapore)** taking the #1 spot with 149,000 viewers and **FIA Formula One World Championship 2009 (Japan) Qualifier** taking the #2 spot with 101,000 viewers.
- On Sunday, ONE had the top 4 shows on sports channels, with the **FIA Formula One World Championship 2009 (Singapore)**, taking the #1 spot and drawing an audience of 149,000 viewers (peaking at 247,000 viewers)
- **FIA Formula One World Championship 2009 (Singapore) Pre-race** drew an audience of 94,000 viewers (peaking at 160,000 viewers)
- **One Week At A Time** had an audience of 86,000 viewers (peaking at 140,000 viewers)
- On Tuesday, ONE had the top 2 shows on sports channels, with **Sports Tonight** taking the #1 spot and drawing an audience of 39,000 viewers (peaking at 75,000 viewers)
- On Thursday, ONE had the top 7 shows on sports channels, with **Thursday Night Live** taking the #1 spot and drawing an audience of 65,000 viewers (peaking at 116,000 viewers)

## Top 10 programs (18-49)

	Program	Network
1	HEY HEY REUNION	9
2	FLASHFORWARD	7
3	PACKED TO THE RAFTERS	7
4	<b>CELEBRITY MASTERCHEF AUSTRALIA</b>	<b>TEN</b>
5	<b>NCIS</b>	<b>TEN</b>
6	HIGHWAY PATROL	7
7	TWO AND A HALF MEN -EP2	9
8	THE FORCE - BEHIND THE LINE	7
9	BORDER SECURITY - AUSTRALIA'S FRONT LINE	7
10	20 TO 1 -TUE	9

## Top 10 programs (16-39)

	Program	Network
1	HEY HEY REUNION	9
2	FLASHFORWARD	7
3	<b>CELEBRITY MASTERCHEF AUSTRALIA</b>	<b>TEN</b>
4	<b>NCIS</b>	<b>TEN</b>
5	PACKED TO THE RAFTERS	7
6	<b>GLEE THURS</b>	<b>TEN</b>
7	TWO AND A HALF MEN -EP2	9
8	THE FORCE - BEHIND THE LINE	7
9	HIGHWAY PATROL	7
10	BORDER SECURITY - AUSTRALIA'S FRONT LINE	7

## Top 10 programs (25-54)

	Program	Network
1	HEY HEY REUNION	9
2	FLASHFORWARD	7
3	PACKED TO THE RAFTERS	7
4	<b>CELEBRITY MASTERCHEF AUSTRALIA</b>	<b>TEN</b>
5	<b>NCIS</b>	<b>TEN</b>
6	TWO AND A HALF MEN -EP2	9
7	HIGHWAY PATROL	7
8	THE FORCE - BEHIND THE LINE	7
9	20 TO 1 -TUE	9
10	TWO AND A HALF MEN -EP1	9