

WEEKLY RATINGS WRAP



OzTAM survey period 9, week 3 (Week 43)

- Network Ten Total had a prime-time (18:00 – 22.30) network commercial share of 27.2%

TEN Highlights:

- **#1 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 37.0% share in 16-39 (up 2.6% year on year)
- TEN won Sunday night prime-time in 18-49 (34.0%) and 16-39 (36.3%)
- **Australian Idol** won its timeslot in 25-54 (35.0%) – 1.07 million viewers
- **Rove** won its timeslot in all key demographics: 18-49 (46.4%), 16-39 (49.5%), 25-54 (44.8%) and total people (37.1%)
- TEN won Tuesday night prime-time in 16-39 (38.0%)
- **The All New Simpsons Tuesday** won its timeslot in 18-49 (35.3%) and 16-39 (42.9%)
- **The Simpsons Tuesday** won its timeslot in 18-49 (37.7%) and 16-39 (45.9%) – 1.01 million viewers
- **NCIS** drew an audience of 1.35 million viewers
- **Lie To Me** won its timeslot in all key demographics: 18-49 (35.5%), 16-39 (35.2%) and 25-54 (35.5%)
- TEN won Wednesday night prime-time in all key demographics: 18-49 (38.6%), 16-39 (44.0%) and 25-54 (36.8%)
- **Celebrity MasterChef** won its timeslot in all key demographics: 18-49 (45.2%), 16-39 (47.2%), 25-54 (45.2%) and total people (38.7%) – 1.28 million viewers; Wednesday's #1 show in all key demographics
- **NCIS: Los Angeles** won its timeslot in all key demographics: 18-49 (39.5%), 16-39 (45.8%), 25-54 (37.9%) - 1.05 million viewers
- Wednesday's **NCIS Rpt** won its timeslot in all key demographics: 18-49 (35.8%), 16-39 (41.7%), 25-54 (35.6%)
- TEN won Thursday night prime-time in 18-49 (34.1%) and 16-39 (38.0%)
- **Glee** won its timeslot in all key demographics: 18-49 (42.2%), 16-39 (49.0%) and 25-54 (37.2%)
- **TEN News at Five** won its 5-6 pm Mon – Fri timeslot in all key demographics: 18-49 (44.6%), 16-39 (46.5%) and 25-54 (44.8%) and total people (42.0%)
- TEN is the **#1 network in daytime** with an average total audience YTD 274k vs Seven's 255k and Nine's 184k; **TEN News At Five** remains the top daytime program YTD

Sun 18 – Sat 24 Oct 2009

TEN: Week 43 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.0%	35.2%	29.9%	27.0%
9	33.9%	31.9%	35.0%	34.9%
7	34.2%	32.9%	35.2%	38.1%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.9%	34.8%	30.0%	27.3%
9	33.9%	31.9%	35.1%	35.3%
7	34.2%	33.3%	34.9%	37.4%

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%	37.0%	31.6%	29.0%
9	32.8%	31.4%	33.8%	34.1%
7	33.6%	31.6%	34.6%	36.9%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.7%	35.7%	30.9%	28.8%
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
TEN	33.6%	36.2%	32.4%	30.8%
9	31.4%	30.5%	32.1%	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. Program commercial share figures are based on confirmed times to the nearest minute. Year-on-year comparisons are for Weeks 7 - 43 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 9, week 3 (Week 43 continued)

Sun 18 – Sat 24 Oct 2009

TEN Timeslot wins, 18-49 (CSHR)

- **Rove** (46.4%); also won its timeslot in 25-54 (44.8%) and total people (37.1%)
- **The All New Simpsons Tuesday** (35.3%)
- **The Simpsons Tuesday** (37.7%)
- **Lie To Me** (35.5%); also won its timeslot in 25-54 (35.5%)
- **Celebrity MasterChef** (45.2%); also won its timeslot in 25-54 (45.2%) and total people (38.7%)
- **NCIS: Los Angeles** (39.5%); also won its timeslot in 25-54 (37.9%)
- Wednesday's **NCIS rpt** (35.8%); also won its timeslot in 25-54 (35.6%)
- **Glee** (42.2%); also won its timeslot in 25-54 (37.2%)

TEN Timeslot wins, 16-39 (CSHR)

- **Rove** (49.5%)
- **The All New Simpsons Tuesday** (42.9%)
- **The Simpsons Tuesday** (45.9%)
- **Lie To Me** (35.2%)
- **Celebrity MasterChef** (47.2%)
- **NCIS: Los Angeles** (45.8%)
- Wednesday's **NCIS rpt** (41.7%)
- **Glee** (49.0%)
- **The Simpsons** (Mon – Fri) (38.6%)
- **Neighbours** (Mon – Fri) (39.7%)

ONE

- On Sunday, ONE had the top 8 shows on sports channels, with the **2009 MotoGP: Phillip Island – Day 2 Post Race** taking the #1 spot and drawing 113,000 viewers (peaking at 165,000 viewers)
- On Monday, ONE had the top 5 shows on sports channels, with the **Sports Tonight** taking the #1 spot and drawing 70,000 viewers (peaking at 109,000 viewers)
- On Tuesday, ONE had the top 7 shows on sports channels, with the **FIA Formula One World Championship 2009 Rpt (Brazil)** taking the #1 spot and drawing 42,000 viewers (peaking at 98,000 viewers)
- On Wednesday, ONE had the top 10 shows on sports channels, with the **Champions League Twenty20 Cricket 2009 Replay** taking the #1 spot and drawing 35,000 viewers (peaking at 82,000 viewers)
- On Thursday, ONE had the top 14 shows on sports channels, with **UFC Wired** taking the #1 spot and drawing 59,000 viewers (peaking at 96,000 viewers)
- On Friday, ONE had the top 2 shows on sports channels, with the **Champions League Twenty20 Cricket 2009 Final Live** taking the #1 spot and drawing 45,000 viewers (peaking at 76,000 viewers)
- On Saturday, ONE had the top show on sports channels, with the **Champions League Twenty20 Cricket 2009 Final Replay** taking the #1 spot and drawing 104,000 viewers (peaking at 203,000 viewers).

Top 10 programs (18-49)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	TWO AND A HALF MEN -MON	9
3	FLASHFORWARD	7
4	CELEBRITY MASTERCHEF AUSTRALIA	TEN
5	THE FORCE - BEHIND THE LINE	7
6	THE BIG BANG THEORY	9
7	NCIS	TEN
8	TWO AND A HALF MEN -WED	9
9	THE SIMPSONS TUES	TEN
10	SPICKS AND SPECKS-EV	ABC1

Top 10 programs (16-39)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	THE SIMPSONS TUES	TEN
3	CELEBRITY MASTERCHEF AUSTRALIA	TEN
4	FLASHFORWARD	7
5	THE BIG BANG THEORY	9
6	TWO AND A HALF MEN -MON	9
7	GLEE THURS	TEN
8	BEAUTY AND THE GEEK AUSTRALIA	7
9	NCIS	TEN
10	THE ALL NEW SIMPSONS TUES	TEN

Top 10 programs (25-54)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	FLASHFORWARD	7
3	CELEBRITY MASTERCHEF AUSTRALIA	TEN
4	TWO AND A HALF MEN -MON	9
5	THE FORCE - BEHIND THE LINE	7
6	NCIS	TEN
7	SPICKS AND SPECKS-EV	ABC1
8	THE BIG BANG THEORY	9
9	20 TO 1 -TUE	9
10	TWO AND A HALF MEN -WED	9