

WEEKLY RATINGS WRAP



OzTAM survey period 7, week 2 (Week 34)

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 27.3%

TEN Highlights:

- **#1 network in 18-49:** Year-to-date TEN has a 34.3% share in 18-49 (up 3.5% year on year)
- TEN won the week in 16-39 with a 34.0% share
- **#1 network in 16-39:** Year-to-date TEN has a 37.7% share in 16-39 (up 3.5% year on year)
- TEN won Sunday night prime-time in 18-49 (35.4%) and 16-39 (39.2%)
- **Australian Idol – Audition 2** won its timeslot in 18-49 (38.3%) and 16-39 (41.2%) – 1.17 million viewers
- Time spent viewing **Australian Idol's Audition 1 and 2** is up year-on-year in all key demographics: 18-49 (up by 40%), 16-39 (up by 40%), 25-54 (up by 38%) and total people (up by 34%)
- Year-on-year, Australian Idol's Audition 1 and 2 audience reach is up in all key demographics: 18-49 (up by 8%), 16-39 (up by 9%), 25-54 (up by 7%) and total people (up by 9%).
- **Rove** won its timeslot in 18-49 (37.6%) and 16-39 (42.4%) – 1.04 million viewers; the week's #2 show in 16-39
- TEN won Tuesday night prime-time in 18-49 (34.4%) and 16-39 (37.8%)
- **Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (43.9%), 16-39 (47.1%), 25-54 (41.4%) and total people (37.9%) – 1.52 m viewers; the week's #1 show in 16-39
- **NCIS Ep 1 rpt** drew an audience of 1.14 million viewers
- **NCIS Ep 2 rpt** won its timeslot in all key demographics: 18-49 (42.2%), 16-39 (44.4%), 25-54 (41.8%) and total people (42.0%) – 1.16 million viewers
- **Rush** won its timeslot in 16-39 (35.3%) and total people (38.0%) – 1.12 million viewers
- **TEN News at Five** won its 5-6 pm Monday – Friday timeslot in all key demographics; 18-49 (45.7%), 16-39 (49.0%) and 25-54 (45.4%) and total people (41.0%)
- TEN is the **#1 network in daytime** with an average total audience YTD 287k vs Seven's 262k and Nine's 191k; **TEN News At Five** remains the top daytime program YTD

Sun 16 – Sat 22 August 2009

TEN: Week 34 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	30.9%	34.0%	29.1%	26.4%
9	35.0%	33.8%	36.0%	35.4%
7	34.0%	32.2%	34.9%	38.2%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	30.7%	33.4%	28.9%	26.5%
9	35.0%	33.7%	36.0%	35.6%
7	34.3%	32.9%	35.1%	37.8%

TEN: Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.3%	37.7%	32.3%	29.7%
9	32.3%	31.1%	33.3%	33.7%
7	33.4%	31.2%	34.4%	36.6%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.4%	36.4%	31.6%	29.4%
9	32.9%	31.7%	33.9%	34.2%
7	33.7%	31.9%	34.6%	36.4%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.1%	36.7%	32.8%	31.2%
9	31.3%	30.5%	31.9%	32.4%
7	34.7%	32.9%	35.3%	36.4%

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 7, week 2 (Week 34 continued)

Sun 16 – Sat 22 August 2009

TEN Timeslot wins, 18-49 (CSHR)

- **Australian Idol – Audition 1** (38.3%)
- **Rove** (37.6%)
- **There's Something About Mary** (38.1%)
- **Talkin' 'bout Your Generation** (43.9%); also won timeslot in 25-54 (41.4%) and total people (37.9%)
- **NCIS Ep 2 rpt** (42.2%); also won timeslot in 25-54 (41.8%) and total people (42.0%)

TEN Timeslot wins, 16-39 (CSHR)

- **Australian Idol – Audition 1** (41.2%)
- **Rove** (42.4%)
- **There's Something About Mary** (42.5%)
- **Good News Week** (38.4%)
- **Talkin' 'bout Your Generation** (47.1%)
- **NCIS Ep 2 rpt** (44.4%)
- **The All New Simpsons** (35.2%)
- **Rush** (35.3%) and total people (38.0%)
- **The Simpsons** (Mon – Fri) (34.9%)
- **Neighbours** (Mon – Fri) (37.1%)

AFL

- **Carlton v Melbourne** won its timeslot in total people in Melbourne (51.6%)
- **Richmond v Hawthorn** won its timeslot in total people in Melbourne (37.5%)
- **Brisbane Lions v Port Adelaide** won its timeslot in total people in Adelaide (40.2%)
- **Adelaide v West Coast** won its timeslot in total people in Adelaide (64.7%) and Perth (72.5%)
- **Before the Game** won its timeslot in total people in Melbourne (38.0%)

ONE

- **One Week At A Time** had an audience of 72,000 viewers (peaking at 128,000 viewers)
- On Tuesday, ONE had the top 8 shows on sports channels, with the **2009 MotoGP Rpt** the #1 show
- On Wednesday, ONE had the top 4 shows on sports channels, with **High Five** the #1 show
- **UFC Wired** had an audience of 82,000 viewers (peaking at 144,000 viewers).
- **FIA Formula One World Championship – Qualifying** (Europe) had an audience of 65,000 viewers (peaking at 122,000 viewers).

Top 10 programs (18-49)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	ROVE	TEN
4	TWO AND A HALF MEN	9
5	BONES	7
6	AUSTRALIAN IDOL - AUDITION 2	TEN
7	WORLD'S STRICTEST PARENTS	7
8	SPICKS AND SPECKS-EV	ABC1
9	THE FARMER WANTS A WIFE	9
10	NINE NEWS SUNDAY	9

Top 10 programs (16-39)

	Program	Network
1	TALKIN' 'BOUT YOUR GENERATION	TEN
2	ROVE	TEN
3	PACKED TO THE RAFTERS	7
4	AUSTRALIAN IDOL - AUDITION 2	TEN
5	TWO AND A HALF MEN	9
6	THE BIG BANG THEORY	9
7	THE SIMPSONS WED	TEN
8	GOOD NEWS WEEK	TEN
9	THE FARMER WANTS A WIFE	9
10	BONES	7

Top 10 programs (25-54)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	NINE NEWS SUNDAY	9
4	BONES	7
5	TWO AND A HALF MEN	9
6	SPICKS AND SPECKS-EV	ABC1
7	WORLD'S STRICTEST PARENTS	7
8	ROVE	TEN
9	60 MINUTES	9
10	BETTER HOMES AND GARDENS	7