



Primary 3-Station Commercial Share Highlights of Week 47 – TEN (Primary Channel)

- TEN won Week 47 in 16-39 with 38.0%; Year-to-date TEN is No.1 in 16-39 with 37.1%, **up 0.6% year on year**
- TEN finished Week 47 in 18-49 in second place, ending the week on 34.5%; Year-to-date TEN is No.1 in 18-49 with 34.2%, **up 2.1% year on year**
- TEN finished Week 47 in 25-54 in second place, ending the week on 32.7%; Year-to-date TEN is on 32.7% in 25-54, **up 4.2% year on year**
- TEN won Sunday night prime-time in all key demographics: 18-49 (41.0%), 16-39 (45.3%) and 25-54 (38.3%)
- TEN won Monday night prime-time in all key demographics: 18-49 (44.5%), 16-39 (48.4%) 25-54 (42.8%) and total people (38.4%)
- TEN won Wednesday night prime-time in 16-39 (38.4%)
- **Modern Family** (Sun) won its timeslot in all key demographics: 18-49 (50.2%), 16-39 (57.1%) and 25-54 (45.5%) – 1.10 million viewers
- **Junior MasterChef Australia** (Sun) won its timeslot in all key demographics: 18-49 (46.3%), 16-39 (49.1%), 25-54 (44.6%) and total people (41.2%) – 1.50 million viewers (Sunday's most watched program in all key demographics and total people)
- **Offspring** won its timeslot in all key demographics: 18-49 (41.4%), 16-39 (44.6%) and 25-54 (39.5%) – 913,000 viewers
- **Junior MasterChef Australia – Finale Night** won its timeslot in all key demographics: 18-49 (43.3%), 16-39 (45.1%), 25-54 (44.0%) and total people (41.6%) – 1.53 million viewers
- **Junior MasterChef Australia – The Winner Announced** won its timeslot in all key demographics: 18-49 (55.8%), 16-39 (59.3%), 25-54 (54.4%) and total people (50.4%) – 1.87 million viewers (Monday's most watched program in all key demographics and total people)
- **Undercover Boss Australia** won its timeslot in all key demographics: 18-49 (52.6%), 16-39 (55.8%), 25-54 (48.1%) and total people (46.8%) – 1.19 million viewers
- **Talkin' 'bout Your Generation** won its timeslot in 18-49 (35.9%), 16-39 (38.7%) and total people (38.0%) – 1.18 million viewers
- **NCIS** drew an audience of 1.16 million viewers
- **Raising Hope** premiered with 999,000 viewers
- **House** won its timeslot in all key demographics: 18-49 (46.8%), 16-39 (51.7%) and 25-54 (44.7%)
- **Bondi Vet** won its timeslot in all key demographics: 18-49 (36.5%), 16-39 (35.4%), 25-54 (36.8%) and total people (38.2%) – 909,000 viewers
- **Keeping up with the Joneses** won its timeslot in total people (35.7%) – 898,000 viewers

All ratings data must be sourced OzTAM:

Data for Week 47 is based on Overnights (Live + As Live viewing). Year-to-date figures reflect Weeks 7 – 47, 2010 (excluding Easter and Commonwealth Games) and are Consolidated, except for Monday – Saturday of the most recent week. Unless otherwise stated, all share / audience figures relate to metro (5 mainland capital cities) Primary 3-station commercial prime-time (Zone 1: 18:00 – 22:30 Sunday – Saturday) or daytime (09:00 – 18:00, Mon-Fri) share. Program performance and ranking information is based on OzTAM preliminary times and is subject to change with confirmed program logs. Commercial share figures are based on confirmed times to the nearest minute. Primary 3-station commercial share is based on Seven, Nine and TEN only. Free-to-air share figures relate to metro 5 mainland capital cities free-to-air prime-time (18:00 – 22:30) share. Includes figures for each network's primary and digital channel/s.

WEEKLY RATINGS WRAP



Timeslot wins: 18-49 (Primary 3-Station CSHR)

- **Modern Family** (Sun) (50.2%)
- **Junior MasterChef Australia** (Sun) (46.3%)
- **Offspring** (41.4%)
- **Junior MasterChef Australia – Finale Night** (43.3%)
- **Junior MasterChef Australia – The Winner Announced** (55.8%)
- **Undercover Boss Australia** (52.6%)
- **Talkin' 'bout Your Generation** (35.9%)
- **House** (46.8%)
- **Bondi Vet** (36.5%)

Timeslot wins: 16-39 (Primary 3-Station CSHR)

- **Modern Family** (Sun) (57.1%)
- **Junior MasterChef Australia** (Sun) (49.1%)
- **Offspring** (44.6%)
- **Junior MasterChef Australia – Finale Night** (45.1%)
- **Junior MasterChef Australia – The Winner Announced** (59.3%)
- **Undercover Boss Australia** (55.8%)
- **Talkin' 'bout Your Generation** (38.7%)
- **Modern Family** (Wed) (42.3%)
- **The Good Wife** (36.3%)
- **House** (51.7%)
- **Bondi Vet** (35.4%)
- **The All New Simpsons** (46.7%)
- **The All New Simpsons Ep 2** (50.0%)
- **Neighbours** (36.0%)
- **The 7pm Project** (35.7%)

Timeslot wins: 25-54 (Primary 3-Station CSHR)

- **Modern Family** (Sun) (45.5%)
- **Junior MasterChef Australia** (Sun) (44.6%)
- **Offspring** (39.5%)
- **Junior MasterChef Australia – Finale Night** (44.0%)
- **Junior MasterChef Australia – The Winner Announced** (54.4%)
- **Undercover Boss Australia** (48.1%)
- **House** (44.7%)
- **Bondi Vet** (36.8%)

Timeslot wins: Ttl Ppl (Primary 3-Station CSHR)

- **Junior MasterChef Australia** (Sun) (41.2%)
- **Junior MasterChef Australia – Finale Night** (41.6%)
- **Junior MasterChef Australia – The Winner Announced** (50.4%)
- **Undercover Boss Australia** (46.8%)
- **Talkin' 'bout Your Generation** (38.0%)
- **Bondi Vet** (38.2%)
- **Keeping up with the Joneses** (35.7%)

News and Daytime

- **TEN News at Five** won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (55.2%), 16-39 (58.7%), 25-54 (53.5%) and total people (44.7%); Top regular daytime program YTD
- TEN is No. 1 in daytime with an average total audience YTD of 248k v Seven's 209k and Nine's 173k

Top 20 programs (18-49)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	JUNIOR MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	TEN
3	JUNIOR MASTERCHEF AUSTRALIA SUN	TEN
4	JUNIOR MASTERCHEF AUSTRALIA - FINALE NIGHT	TEN
5	BEAUTY AND THE GEEK AUSTRALIA	7
6	THE BLOCK	9
7	UNDERCOVER BOSS AUSTRALIA	TEN
8	MODERN FAMILY SUN	TEN
9	OFFSPRING	TEN
10	RAISING HOPE	TEN
11	MODERN FAMILY WED	TEN
12	PARENTHOOD	7
13	TALKIN' 'BOUT YOUR GENERATION TUES	TEN
14	TWO AND A HALF MEN -EP1	9
15	TOP GEAR	9
16	BONES (R)	7
17	TWO AND A HALF MEN -EP2	9
18	THE X FACTOR-SUN	7
19	SEVEN NEWS - SUN	7
20	NCIS	TEN

Top 20 programs (16-39)

	Program	Network
1	JUNIOR MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	TEN
2	PACKED TO THE RAFTERS	7
3	JUNIOR MASTERCHEF AUSTRALIA SUN	TEN
4	JUNIOR MASTERCHEF AUSTRALIA - FINALE NIGHT	TEN
5	MODERN FAMILY SUN	TEN
6	BEAUTY AND THE GEEK AUSTRALIA	7
7	UNDERCOVER BOSS AUSTRALIA	TEN
8	OFFSPRING	TEN
9	THE BLOCK	9
10	MODERN FAMILY WED	TEN
11	RAISING HOPE	TEN
12	PARENTHOOD	7
13	TALKIN' 'BOUT YOUR GENERATION TUES	TEN
14	HOW I MET YOUR MOTHER (R)	7
15	THE ALL NEW SIMPSONS FRI EP 2	TEN
16	NCIS	TEN
17	BONES (R)	7
18	TOP GEAR	9
19	THE X FACTOR-MON	7
20	THE X FACTOR-SUN	7

WEEKLY RATINGS WRAP



Top 20 programs (25-54)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	JUNIOR MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	TEN
3	JUNIOR MASTERCHEF AUSTRALIA SUN	TEN
4	JUNIOR MASTERCHEF AUSTRALIA - FINALE NIGHT	TEN
5	THE BLOCK	9
6	MODERN FAMILY SUN	TEN
7	BEAUTY AND THE GEEK AUSTRALIA	7
8	UNDERCOVER BOSS AUSTRALIA	TEN
9	OFFSPRING	TEN
10	RAISING HOPE	TEN
11	MODERN FAMILY WED	TEN
12	TWO AND A HALF MEN -EP1	9
13	SEVEN NEWS - SUN	7
14	PARENTHOOD	7
15	NCIS	TEN
16	TOP GEAR	9
17	THE X FACTOR-SUN	7
18	BONES (R)	7
19	TALKIN' 'BOUT YOUR GENERATION TUES	TEN
20	TWO AND A HALF MEN -EP2	9

Top 20 programs (Total People)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	JUNIOR MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	TEN
3	JUNIOR MASTERCHEF AUSTRALIA - FINALE NIGHT	TEN
4	JUNIOR MASTERCHEF AUSTRALIA SUN	TEN
5	SEVEN NEWS - SUN	7
6	BETTER HOMES AND GARDENS	7
7	THE BLOCK	9
8	SEVEN NEWS	7
9	NEW TRICKS-EV	ABC1
10	UNDERCOVER BOSS AUSTRALIA	TEN
11	TODAY TONIGHT	7
12	THE X FACTOR-SUN	7
13	TALKIN' 'BOUT YOUR GENERATION TUES	TEN
14	NCIS	TEN
15	THE X FACTOR-MON	7
16	NINE NEWS	9
17	SEVEN NEWS - SAT	7
18	MODERN FAMILY SUN	TEN
19	BONES (R)	7
20	TWO AND A HALF MEN -EP1	9

Week 47 at a Glance:

Primary 3-station commercial share 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.5%	38.0%	32.7%	29.7%
9	30.0%	27.5%	31.6%	32.1%
7	35.4%	34.5%	35.6%	38.1%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.2%	37.3%	32.5%	29.7%
9	30.4%	28.1%	32.0%	32.6%
7	35.4%	34.6%	35.6%	37.7%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	35.1%	38.2%	33.3%	31.1%
9	28.8%	27.1%	30.4%	31.8%
7	36.1%	34.7%	36.3%	37.2%

Year-to-date at a Glance:

Primary 3-station commercial share 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.2%	37.1%	32.7%	29.6%
9	33.3%	31.9%	34.1%	34.2%
7	32.6%	31.0%	33.2%	36.1%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.1%	35.7%	31.8%	29.2%
9	33.8%	32.5%	34.6%	34.7%
7	33.1%	31.8%	33.6%	36.1%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.7%	35.9%	32.6%	30.6%
9	32.5%	31.4%	33.1%	33.3%
7	33.9%	32.7%	34.3%	36.1%

Free-to-air Share: Week 47 (6pm – 10:30 pm - Zone 1)

ABC				Seven Network			Nine Network			Network Ten		SBS	
ABC1	ABC2	ABC3	ABC News 24	7	7TWO	7mate	9	GO!	Gem	TEN	ONE	SBS ONE	SBS TWO
14.1%	1.7%	0.5%	0.4%	25.2%	3.2%	2.7%	21.2%	3.6%	1.8%	19.6%	0.8%	4.4%	0.8%