

WEEKLY RATINGS WRAP



OzTAM Survey Week 7 (Survey Period 1, Week 1)

7-13 February 2010



Highlights of Week 7 – TEN (Primary Channel)

TEN won the first week of survey in 16-39 with a 32.0% CSHR

TEN won Sunday night prime-time in 18-49 (36.2% CSHR), 16-39 (38.6% CSHR) and 25-54 (34.8% CSHR)

TEN won Monday night prime-time in 16-39 (32.2% CSHR)

TEN won Wednesday night prime-time in 18-49 (32.0% CSHR) and 16-39 (36.1% CSHR)

The Biggest Loser Weigh In won its timeslot in all key demographics: 18-49 (33.1% CSHR), 16-39 (35.5% CSHR) and 25-54 (32.0% CSHR); drew an audience of 929,000 viewers

The season return of **Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (36.9% CSHR), 16-39 (39.0% CSHR) and 25-54 (35.5% CSHR); drew an audience of 1.32 million viewers

The series premiere of **The Good Wife** won its timeslot in all key demographics: 18-49 (41.3% CSHR) and 16-39 (42.0% CSHR), 25-54 (40.6% CSHR) and total people (38.3% CSHR); drew an audience of 1.41 million viewers

House won its timeslot in all key demographics: 18-49 (42.0% CSHR), 16-39 (45.5% CSHR), 25-54 (40.6% CSHR) and total people (38.4% CSHR); drew an audience of 1.01 million viewers

Good News Week won its timeslot in 16-39 (36.4% CSHR)

Ross Noble's Australian Trip won its timeslot in 18-49 (33.1% CSHR) and 16-39 (37.5% CSHR)

NCIS won its timeslot in all key demographics: 18-49 (38.1% CSHR), 16-39 (37.8% CSHR), 25-54 (37.9% CSHR) and total people (42.8% CSHR); drew an audience of 1.42 million viewers

So You Think You Can Dance Australia – Showcase won its timeslot in all key demographics: 18-49 (37.2% CSHR), 16-39 (41.4% CSHR), 25-54 (34.9% CSHR) and total people (32.1% CSHR); drew an audience of 999,000 people; #1 show of the night in 18-49 and 16-39

The season return of **Law and Order: SVU** was watched by 1.01 million people

Medium won its timeslot in total people (30.5% CSHR)

All ratings data must be sourced OzTAM.

All data is based on Overnights (Live + As Live viewing). Unless otherwise stated, all share / audience figures relate to metro (5 mainland capital cities) commercial prime-time (Zone 1: 18:00 – 22:30 Sunday – Saturday) or daytime (09:00 – 18:00, Mon-Fri) share, Week 7, 2010. Program performance and ranking information is based on OzTAM preliminary times and subject to change with confirmed program logs. Commercial share figures are based on confirmed times to the nearest minute. Commercial share includes Seven, Nine, TEN, 7TWO, GO! and ONE. Total Commercial Digital is the combination of 7TWO, GO! and ONE.

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.

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Timeslot wins: 18-49 (CSHR)

- **The Biggest Loser Weigh In** (33.1%); also won timeslot in 25-54 (32.0%)
- **Talkin' 'bout Your Generation** (36.9%); also won timeslot in 25-54 (35.5%)
- **The Good Wife** (41.3%); also won timeslot in 25-54 (40.6%) and total people (38.3%)
- **House** (42.0%); also won timeslot in 25-54 (40.6%) and total people (38.4%)
- **Ross Noble's Australian Trip** (33.1%)
- **NCIS** (38.1%); also won timeslot in 25-54 (37.9%) and total people (42.8%)
- **So You Think You Can Dance Australia – Showcase** (37.2%); also won timeslot in 25-54 (34.9%) and total people (32.1%)

Timeslot wins: 16-39 (CSHR)

- **The Biggest Loser Weigh In** (35.5%)
- **Talkin' 'bout Your Generation** (39.0%)
- **The Good Wife** (42.0%)
- **House** (45.5%)
- **Good News Week** (36.4%)
- **Ross Noble's Australian Trip** (37.5%)
- **NCIS** (37.8%)
- **So You Think You Can Dance Australia – Showcase** (41.4%)
- **The Biggest Loser Tues – Fri** (32.3%)
- **Neighbours** (32.2%)

News and Daytime

- **TEN News at Five** won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (42.5%), 16-39 (44.6%), 25-54 (42.4%) and total people (41.0%)
- TEN is the No.1 network in daytime with an average total audience YTD 227k vs Nine's 214k; and Seven's 190k; TEN News At Five is the top daytime program YTD

Top 20 programs (18-49)

	Program	Network
1	COUGAR TOWN	7
2	THE GOOD WIFE	TEN
3	TALKIN' 'BOUT YOUR GENERATION	TEN
4	HOW I MET YOUR MOTHER	7
5	TWO AND A HALF MEN	9
6	NCIS	TEN
7	THE BIG BANG THEORY	9
8	HOUSE	TEN
9	MY KITCHEN RULES-TUE	7
10	DESPERATE HOUSEWIVES	7
11	GREY'S ANATOMY	7
12	SO YOU THINK YOU CAN DANCE AUSTRALIA - SHOWCASE	TEN
13	NINE NEWS SUNDAY	9
14	GREY'S ANATOMY-EP.2	7
15	AIR WAYS	7
16	GOOD NEWS WEEK	TEN
17	BONES	7
18	CUSTOMS	9
19	MY KITCHEN RULES-MON	7
20	SPICKS AND SPECKS-EV	ABC1

Top 20 programs (16-39)

	Program	Network
1	COUGAR TOWN	7
2	HOW I MET YOUR MOTHER	7
3	TALKIN' 'BOUT YOUR GENERATION	TEN
4	THE GOOD WIFE	TEN
5	HOUSE	TEN
6	TWO AND A HALF MEN	9
7	SO YOU THINK YOU CAN DANCE AUSTRALIA - SHOWCASE	TEN
8	NCIS	TEN
9	THE BIG BANG THEORY	9
10	GOOD NEWS WEEK	TEN
11	GREY'S ANATOMY	7
12	MY KITCHEN RULES-TUE	7
13	GREY'S ANATOMY-EP.2	7
14	DESPERATE HOUSEWIVES	7
15	THE BIGGEST LOSER (AUS) - THE WEIGH-IN	TEN
16	AIR WAYS	7
17	CUSTOMS	9
18	BONES	7
19	MY KITCHEN RULES-MON	7
20	NINE NEWS SUNDAY	9

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Top 20 programs (25-54)

	Program	Network
1	COUGAR TOWN	7
2	THE GOOD WIFE	TEN
3	TALKIN' 'BOUT YOUR GENERATION	TEN
4	TWO AND A HALF MEN	9
5	HOW I MET YOUR MOTHER	7
6	NCIS	TEN
7	MY KITCHEN RULES-TUE	7
8	NINE NEWS SUNDAY	9
9	THE BIG BANG THEORY	9
10	HOUSE	TEN
11	DESPERATE HOUSEWIVES	7
12	BONES	7
13	SPICKS AND SPECKS-EV	ABC1
14	GREY'S ANATOMY	7
15	AIR WAYS	7
16	GREY'S ANATOMY-EP.2	7
17	CUSTOMS	9
18	SEVEN NEWS - SUN	7
19	BROTHERS & SISTERS	7
20	MY KITCHEN RULES-MON	7

Top 20 programs (Total People)

	Program	Network
1	SEVEN NEWS - SUN	7
2	TWO AND A HALF MEN	9
3	NCIS	TEN
4	NINE NEWS SUNDAY	9
5	THE GOOD WIFE	TEN
6	COUGAR TOWN	7
7	MY KITCHEN RULES-TUE	7
8	AIR WAYS	7
9	TALKIN' 'BOUT YOUR GENERATION	TEN
10	SEVEN NEWS	7
11	TODAY TONIGHT	7
12	AUSTRALIAN STORY-EV	ABC1
13	BONES	7
14	CUSTOMS	9
15	TRISHNA & KRISHNA: THE QUEST FOR SEPARATE LIVES	7
16	BETTER HOMES AND GARDENS	7
17	THE MENTALIST	9
18	THE BIG BANG THEORY	9
19	RSPCA ANIMAL RESCUE	7
20	NINE NEWS	9

Week 7 at a Glance:

Commercial Networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	29.3%	32.0%	27.9%	25.4%
9	27.2%	25.5%	28.1%	30.5%
7	32.4%	31.4%	33.1%	34.6%
Total Commercial Digital Channels	11.1%	11.2%	11.0%	9.5%

Commercial Networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	28.6%	31.3%	27.4%	25.2%
9	27.8%	26.0%	28.6%	31.0%
7	32.0%	31.0%	32.6%	33.9%
Total Commercial Digital Channels	11.5%	11.7%	11.4%	9.9%

Commercial Networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	27.3%	29.2%	26.4%	25.1%
9	29.3%	27.9%	30.2%	33.0%
7	29.9%	29.3%	30.3%	30.8%
Total Commercial Digital Channels	13.5%	13.6%	13.1%	11.1%

Year-to-date at a Glance:

Commercial Networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	29.3%	32.0%	27.9%	25.4%
9	27.2%	25.5%	28.1%	30.5%
7	32.4%	31.4%	33.1%	34.6%
Total Commercial Digital Channels	11.1%	11.2%	11.0%	9.5%

Commercial Networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	28.6%	31.3%	27.4%	25.2%
9	27.8%	26.0%	28.6%	31.0%
7	32.0%	31.0%	32.6%	33.9%
Total Commercial Digital Channels	11.5%	11.7%	11.4%	9.9%

Commercial Networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	27.3%	29.2%	26.4%	25.1%
9	29.3%	27.9%	30.2%	33.0%
7	29.9%	29.3%	30.3%	30.8%
Total Commercial Digital Channels	13.5%	13.6%	13.1%	11.1%

Free-to-air Share: Week 7 (6pm – 10:30 pm - Zone 1)

ABC			Seven Network		Nine Network		Network Ten		SBS	
ABC1	ABC2	ABC3	7	7TWO	9	GO!	TEN	ONE	SBS ONE	SBS TWO
15.4%	1.5%	0.5%	26.8%	3.1%	23.6%	3.4%	19.7%	0.9%	4.7%	0.4%