

WEEKLY RATINGS WRAP



OzTAM Survey Week 44 (Survey Period 9, Week 4)

24 – 30 Oct 2010



Primary 3-Station Commercial Share Highlights of Week 44 – TEN (Primary Channel)

- TEN won Week 44 in 16-39, finishing the week on 35.9%; Year-to-date TEN is No.1 in 16-39 with 37.2%, up 0.5% year on year
- TEN finished Week 44 in 18-49 on 32.2%; Year-to-date TEN is No. 1 in 18-49 with 34.2%, up 1.9% year on year
- TEN finished Week 44 in 25-54 on 30.6%.
- TEN won Sunday night prime-time in 18-49 (36.1%) and 16-39 (40.5%)
- TEN won Monday night prime-time in all key demographics: 18-49 (36.3%), 16-39 (40.6%) and 25-54 (34.5%)
- **Modern Family Rpt** won its timeslot in 18-49 (36.6%) and 16-39 (44.2%)
- **Modern Family** won its timeslot in all key demographics: 18-49 (46.8%), 16-39 (54.3%) and 25-54 (41.4%) – 1.04 million viewers
- **Junior MasterChef Australia** (Sun) won its timeslot in all key demographics and total people: 18-49 (45.8%), 16-39 (50.2%), 25-54 (43.7%) and total people (40.0%) – 1.45 million viewers (Sunday's most watched program in all key demographics and total people)
- **Offspring** won its timeslot in all key demographics: 18-49 (37.5%), 16-39 (41.4%) and 25-54 (36.3%) – 972,000 viewers
- **Junior MasterChef Australia** (Mon) won its timeslot in all key demographics and total people: 18-49 (37.9%), 16-39 (41.1%), 25-54 (37.3%) and total people (35.5%) – 1.26 million viewers
- **Undercover Boss Australia** won its timeslot in all key demographics and total people: 18-49 (40.5%), 16-39 (43.0%), 25-54 (39.3%) and total people (35.5%) – 1.14 million viewers
- **Good News Week** won its timeslot in all key demographics and total people: 18-49 (43.0%), 16-39 (47.8%), 25-54 (41.4%) and total people (37.6%)
- **Talkin' 'bout Your Generation** won its timeslot in total people (38.3%) and 16-39 (40.7%) – 1.24 million viewers
- **NCIS** drew an audience of 1.22 million viewers
- **NCIS: Los Angeles Rpt** won its timeslot in total people (37.7%) – 843,000 viewers
- **Glee** won its timeslot in 16-39 (39.5%) – 1.04 million viewers
- **House** won its timeslot in all key demographics: 18-49 (37.5%), 16-39 (43.3%) and 25-54 (36.6%)
- **Bondi Vet** won its timeslot in total people (36.1%) – 953,000 viewers

All ratings data must be sourced OzTAM:

Data for Week 44 is based on Overnights (Live + As Live viewing). Year-to-date figures reflect Weeks 7 – 44, 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.

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

- **Modern Family Rpt** (36.6%)
- **Modern Family** (46.8%)
- **Junior MasterChef Australia** (Sun) (45.8%)
- **Offspring** (37.5%)
- **Junior MasterChef Australia** (Mon) (37.9%)
- **Undercover Boss Australia** (40.5%)
- **Good News Week** (43.0%)
- **House** (37.5%)

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

- **Modern Family Rpt** (44.2%)
- **Modern Family** (54.3%)
- **Junior MasterChef Australia** (Sun) (50.2%)
- **Offspring** (41.4%)
- **Junior MasterChef Australia** (Mon) (41.1%)
- **Undercover Boss Australia** (43.0%)
- **Good News Week** (47.8%)
- **Talkin' 'bout Your Generation** (40.7%)
- **Glee** (39.5%)
- **House** (43.3%)
- **Neighbours** (35.5%)
- **The 7pm Project** (34.9%)

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

- **Modern Family** (41.4%)
- **Junior MasterChef Australia** (Sun) (43.7%)
- **Offspring** (36.3%)
- **Junior MasterChef Australia** (Mon) (37.3%)
- **Undercover Boss Australia** (39.3%)
- **Good News Week** (41.4%)
- **House** (36.6%)

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

- **Junior MasterChef Australia** (Sun) (40.0%)
- **Junior MasterChef Australia** (Mon) (35.5%)
- **Undercover Boss Australia** (35.5%)
- **Good News Week** (37.6%)
- **Talkin' 'bout Your Generation** (38.3%)
- **NCIS: Los Angeles Rpt** (37.7%)
- **Bondi Vet** (36.1%)

News and Daytime

- **TEN News at Five** won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (54.9%), 16-39 (57.0%), 25-54 (53.9%) and total people (44.8%); Top daytime program YTD
- TEN is No. 1 in daytime with an average total audience YTD of 250k v Seven's 206k and Nine's 173k

Top 20 programs (18-49)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	JUNIOR MASTERCHEF AUSTRALIA SUN	TEN
3	THE BIG BANG THEORY -EP1	9
4	TWO AND A HALF MEN -MON EP1	9
5	OFFSPRING	TEN
6	THE BLOCK	9
7	BEAUTY AND THE GEEK AUSTRALIA	7
8	JUNIOR MASTERCHEF AUSTRALIA MON	TEN
9	MODERN FAMILY SUN	TEN
10	UNDERCOVER BOSS AUSTRALIA	TEN
11	TOP GEAR AUSTRALIA	9
12	GLEE WED	TEN
13	THE BIG BANG THEORY -EP2	9
14	TALKIN' 'BOUT YOUR GENERATION TUES	TEN
15	TWO AND A HALF MEN -MON EP2	9
16	BONES	7
17	NCIS	TEN
18	PARENTHOOD	7
19	CRIMINAL MINDS-MON	7
20	THE X FACTOR-SUN	7

Top 20 programs (16-39)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	JUNIOR MASTERCHEF AUSTRALIA SUN	TEN
3	THE BIG BANG THEORY -EP1	9
4	BEAUTY AND THE GEEK AUSTRALIA	7
5	OFFSPRING	TEN
6	MODERN FAMILY SUN	TEN
7	TALKIN' 'BOUT YOUR GENERATION TUES	TEN
8	JUNIOR MASTERCHEF AUSTRALIA MON	TEN
9	GLEE WED	TEN
10	UNDERCOVER BOSS AUSTRALIA	TEN
11	THE BLOCK	9
12	TWO AND A HALF MEN -MON EP1	9
13	TOP GEAR AUSTRALIA	9
14	THE BIG BANG THEORY -EP2	9
15	HOW I MET YOUR MOTHER (R)	7
16	PARENTHOOD	7
17	NCIS	TEN
18	TWO AND A HALF MEN -MON EP2	9
19	MODERN FAMILY SUN RPT	TEN
20	BONES	7

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Top 20 programs (25-54)

Rank	Program	Rating
1	PACKED TO THE RAFTERS	7
2	JUNIOR MASTERCHEF AUSTRALIA SUN	TEN
3	TWO AND A HALF MEN -MON EP1	9
4	THE BIG BANG THEORY -EP1	9
5	THE BLOCK	9
6	JUNIOR MASTERCHEF AUSTRALIA MON	TEN
7	OFFSPRING	TEN
8	UNDERCOVER BOSS AUSTRALIA	TEN
9	TOP GEAR AUSTRALIA	9
10	TWO AND A HALF MEN -MON EP2	9
11	THE BIG BANG THEORY -EP2	9
12	MODERN FAMILY SUN	TEN
13	BEAUTY AND THE GEEK AUSTRALIA	7
14	BONES	7
15	NCIS	TEN
16	TALKIN' 'BOUT YOUR GENERATION TUES	TEN
17	SEVEN NEWS - SUN	7
18	THE X FACTOR-SUN	7
19	GLEE WED	TEN
20	THE FORCE - BEHIND THE LINE-WED	7

Top 20 programs (Total People)

Rank	Program	Rating
1	PACKED TO THE RAFTERS	7
2	JUNIOR MASTERCHEF AUSTRALIA SUN	TEN
3	SEVEN NEWS - SUN	7
4	TWO AND A HALF MEN -MON EP1	9
5	THE FORCE - BEHIND THE LINE-WED	7
6	SEVEN NEWS	7
7	BORDER SECURITY - AUSTRALIA'S FRONT LINE-WED	7
8	SEVEN NEWS - SAT	7
9	JUNIOR MASTERCHEF AUSTRALIA MON	TEN
10	TODAY TONIGHT	7
11	TALKIN' 'BOUT YOUR GENERATION TUES	TEN
12	NINE NEWS SUNDAY	9
13	60 MINUTES	9
14	NCIS	TEN
15	SUNDAY NIGHT	7
16	NEW TRICKS-EV	ABC1
17	TWO AND A HALF MEN -MON EP2	9
18	THE BLOCK	9
19	BETTER HOMES AND GARDENS	7
20	THE BIG BANG THEORY -EP1	9

Week 44 at a Glance:

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.2%	35.9%	30.6%	28.1%
9	32.8%	30.7%	33.7%	34.2%
7	35.0%	33.4%	35.7%	37.7%

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.2%	37.2%	32.8%	29.7%
9	33.5%	32.1%	34.2%	34.3%
7	32.3%	30.8%	33.0%	35.9%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.4%	34.7%	30.1%	28.0%
9	33.0%	31.0%	33.8%	34.4%
7	35.6%	34.3%	36.1%	37.7%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.1%	35.7%	31.9%	29.3%
9	34.0%	32.7%	34.7%	34.8%
7	32.9%	31.6%	33.4%	35.9%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.7%	35.5%	31.4%	29.6%
9	30.3%	28.9%	31.0%	31.7%
7	37.0%	35.7%	37.6%	38.8%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.7%	35.9%	32.7%	30.7%
9	32.6%	31.6%	33.2%	33.4%
7	33.7%	32.5%	34.2%	35.9%

Free-to-air Share: Week 44 (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
14.3%	1.6%	0.6%	0.4%	24.4%	3.1%	2.7%	22.1%	4.0%	1.7%	18.2%	1.1%	5.1%	0.8%