

## TEN LEADS IN 18-49, 16-39 and DAYTIME

OzTAM Survey Periods 1 – 5, 2010 (released 11 July 2010)

### Primary 3-Station Commercial Share and Audience Highlights:

- Year-to-date **TEN is No. 1 in 18-49** (34.1%). TEN wins Survey Periods 3 – 5 in 18-49.
- Year-to-date **TEN is No. 1 in 16-39** (36.5%). TEN wins Survey Periods 3 – 5 in 16-39.
- Year-to-date **TEN is No. 1 in daytime** (39.2%).
- TEN wins Survey Periods 4 – 5 in 25-54.
- Year-to-date **TEN is No. 1 at 5pm** (Mon - Fri), consistently winning the 5-6pm timeslot in all key demographics and total people. TEN was No. 1 at 5pm every week of the 2010 survey.
- **MasterChef Australia** remains Australia's highest rating reality series:
  - **MasterChef Australia – Challenge** has an average audience of 1.80 million viewers (up 3.9% year on year)
  - **MasterChef Australia** (Mon – Thurs) has an average audience of 1.84 million viewers (up 20.4% year on year)
  - **Masterchef Australia – MasterClass** has an average audience of 1.23 million viewers.
- TEN delivers a line-up of local hits:
  - **Talkin' 'bout Your Generation** has an average audience of 1.20 million viewers
  - **Bondi Rescue** has an average audience of 1.09 million viewers
  - **The 7pm Project** has an average audience of 804,000 viewers (up 17.1% on the 2009 season average)
  - **TEN News At Five** (Mon – Fri) is Australia's top daytime program with an average audience of 874,000 viewers.
- TEN delivers a line-up of international hits:
  - **Modern Family** is Australia's favourite comedy series with an average audience of 1.62 million viewers
  - **NCIS** is the No. 1 US drama on Australian television with an average audience of 1.53 million viewers (up 3.5% year on year)
  - Everyone's favourite show choir, **Glee** has an average audience of 1.43 million viewers (up 49.7% on 2009 average)
  - Season 2 of **Lie To Me** has an average audience of 1.16 million viewers (up 6.1% year on year)
  - **The Good Wife** has an average audience of 1.10 million viewers.

Source: OzTAM. All data is based on Weeks 7 – 28, 2010 v 2009 (excluding Easter), unless otherwise specified. 2010 figures are Consolidated, except for Sat of Week 27 and all of Week 28, which are Overnights. All 2009 data is Live only.

Glee year on year gains based on Wks 18-28 2010 v Wks 39-48 2009. MasterChef Australia year on year gains based on Wks 18-28 2010 v Wks 19-29 2009. Daily show M-F in 2009, M-Th in 2010. The 7pm Project year on year gains based on Wks 7-28 2010 (excluding Easter) v Wks 30-48 2009.

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. 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. Overnights (Live + As Live), Consolidated (Live + As Live + 7 Days Time Shift).

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## Primary 3-station commercial share

### 2010 v 2009 Shares: 6pm–10:30pm

Year	Demo	TEN	Nine	Seven
2010	18-49	34.1%	33.9%	32.0%
2009	18-49	34.3%	32.6%	33.1%
2010	16-39	36.5%	32.7%	30.8%
2009	16-39	37.8%	31.4%	30.8%
2010	25-54	32.8%	34.4%	32.7%
2009	25-54	32.3%	33.5%	34.1%
2010	Ttl Ppl	29.7%	34.8%	35.5%
2009	Ttl Ppl	29.7%	33.9%	36.4%

### 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.1%	36.5%	32.8%	29.7%
9	33.9%	32.7%	34.4%	34.8%
7	32.0%	30.8%	32.7%	35.5%

### 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.0%	35.2%	31.9%	29.3%
9	34.4%	33.2%	34.9%	35.2%
7	32.6%	31.6%	33.2%	35.5%

### 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.5%	35.3%	32.6%	30.7%
9	33.5%	32.6%	33.8%	34.2%
7	33.0%	32.1%	33.5%	35.1%

## TEN's chief programming officer, David Mott:

“At the half way point of the survey year, TEN is Australia’s No. 1 prime-time destination for people under 50.

Our decision to fine-tune the schedule has consolidated TEN’s position as the leading network in 18-49, 16-39 and daytime. We shook up Sunday nights with a fresh new entertainment line-up. We also took the bold step of starting our stripped weeknight ‘big event’ TV line-up in the later 7:30 pm timeslot.

The results speak for themselves. So far this year, TEN has added new hits **The Good Wife** and **Modern Family** to its stable, while five of our major assets – **The 7pm Project**, **Lie To Me**, **Glee**, **MasterChef Australia** and first run episodes of **NCIS** have all enjoyed significant year-on-year audience gains.

Our resolve to get the 7 o’clock timeslot right has paid off. In just under 12 months, **The 7pm Project** has cemented itself firmly within our weeknight schedule, consistently winning its timeslot in 16-39 and regularly out-performing the competition in 18-49 and 25-54. We are delighted with the program as an integral fixture in our weekday schedule.

Now in its second year, **MasterChef Australia** has performed exceptionally well, delivering audience gains right across the board. We believe the sustained success of the MasterChef franchise will translate well into **Junior MasterChef** later in the year.

In the coming months, audiences will also get a taste of new dramas **Hawke** and **Offspring**, two new light entertainment formats: **Keeping Up With The Joneses** and **Undercover Boss**, as well as the 2010 **ARIAs**.

We also have returning favourites **Rush**, **Bondi Vet** and **Recruits** and all-new episodes of **Talkin’ ‘bout Your Generation** to look forward to. And in October, we have more than 200 hours of **Commonwealth Games** coverage live from Delhi.

This strengthened line-up of domestic and international programming puts us in a strong position to deliver in the second half of 2010.”

## Free-to-air Share: (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
14.7%	1.6%	0.5%	25.1%	3.1%	24.6%	3.2%	21.0%	1.1%	4.7%	0.4%

## Timeslot winners, 18–49

- **Glee** (52.5%)
- **MasterChef Australia** (Mon – Thurs) (51.9%)
- **MasterChef Australia – Challenge** (50.7%)
- **Modern Family** (43.3%)
- **MasterChef Australia - MasterClass** (40.7%)
- **Talkin' 'bout Your Generation** (38.3%)
- **Good News Week** (36.8%)
- **The Biggest Loser Weigh In** (36.2%)
- **House** (35.9%)
- **NCIS** (35.2%)
- **So You Think You Can Dance Australia** (35.0%)

## Timeslot winners, 16–39

- **Glee** (57.1%)
- **MasterChef Australia** (Mon – Thurs) (53.9%)
- **MasterChef Australia – Challenge** (53.8%)
- **Modern Family** (46.2%)
- **MasterChef Australia - MasterClass** (42.0%)
- **Talkin' 'bout Your Generation** (41.2%)
- **So You Think You Can Dance Australia** (40.2%)
- **Good News Week** (40.2%)
- **Lie to Me** (39.3%)
- **The Biggest Loser Weigh In** (39.2%)
- **House** (38.3%)
- **Neighbours** (35.6%)
- **Ross Noble's Australian Trip** (34.9%)
- **The Simpsons** (34.9%)
- **Merlin** (34.7%)
- **The 7pm Project** (34.4%)
- **NCIS** (34.1%)

## Top 20 programs (18–49)\*

	Program	Network	AUD
1	UNDERBELLY: THE GOLDEN MILE -EP 1	9	1,432,000
2	UNDERBELLY: THE GOLDEN MILE -EP 2	9	1,325,000
3	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9	1,266,000
4	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	1,118,000
5	UNDERBELLY: THE GOLDEN MILE	9	1,060,000
6	<b>HAMISH &amp; ANDY'S CARAVAN OF COURAGE: GREAT BRITAIN &amp; IRELAND</b>	<b>TEN</b>	<b>1,050,000</b>
7	<b>MASTERCHEF AUSTRALIA</b>	<b>TEN</b>	<b>1,000,000</b>
8	<b>THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED</b>	<b>TEN</b>	<b>999,000</b>
9	<b>MASTERCHEF AUSTRALIA - CHALLENGE</b>	<b>TEN</b>	<b>990,000</b>
10	PACKED TO THE RAFTERS	7	962,000
11	TOP GEAR -EP1	9	952,000
12	<b>MODERN FAMILY</b>	<b>TEN</b>	<b>942,000</b>
13	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - MATCH	9	870,000
14	<b>MASTERCHEF AUSTRALIA - TOP 50 WEEK</b>	<b>TEN</b>	<b>852,000</b>
15	<b>GLEE</b>	<b>TEN</b>	<b>851,000</b>
16	<b>THE BIGGEST LOSER (AUS) - FINALE NIGHT</b>	<b>TEN</b>	<b>836,000</b>
17	2010 FIFA WORLD CUP: GHA V AUS LIVE	SBS ONE	836,000
18	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - PRE MATCH	9	822,000
19	SURVIVOR: HEROES VS VILLAINS -FINALE	9	770,000
20	TOP GEAR -SPECIAL	9	731,000

## Top 20 programs (16–39)\*

	Program	Network	AUD
1	UNDERBELLY: THE GOLDEN MILE -EP 1	9	1,026,000
2	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9	953,000
3	UNDERBELLY: THE GOLDEN MILE -EP 2	9	947,000
4	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	795,000
5	UNDERBELLY: THE GOLDEN MILE	9	748,000
6	<b>HAMISH &amp; ANDY'S CARAVAN OF COURAGE: GREAT BRITAIN &amp; IRELAND</b>	<b>TEN</b>	<b>718,000</b>
7	<b>MASTERCHEF AUSTRALIA - CHALLENGE</b>	<b>TEN</b>	<b>704,000</b>
8	<b>MASTERCHEF AUSTRALIA</b>	<b>TEN</b>	<b>702,000</b>
9	<b>MODERN FAMILY</b>	<b>TEN</b>	<b>691,000</b>
10	<b>THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED</b>	<b>TEN</b>	<b>682,000</b>
11	PACKED TO THE RAFTERS	7	643,000
12	<b>GLEE</b>	<b>TEN</b>	<b>637,000</b>
13	TOP GEAR -EP1	9	613,000
14	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - MATCH	9	607,000
15	2010 FIFA WORLD CUP: GHA V AUS LIVE	SBS ONE	600,000
16	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - PRE MATCH	9	597,000
17	<b>MASTERCHEF AUSTRALIA - TOP 50 WEEK</b>	<b>TEN</b>	<b>584,000</b>
18	<b>THE BIGGEST LOSER (AUS) - FINALE NIGHT</b>	<b>TEN</b>	<b>565,000</b>
19	SURVIVOR: HEROES VS VILLAINS -FINALE	9	526,000
20	TOP GEAR -SPECIAL	9	497,000

## Timeslot winners, 25-54

- **MasterChef Australia** (Mon – Thurs) (51.5%)
- **MasterChef Australia – Challenge** (49.6%)
- **Glee** (48.7%)
- **Modern Family** (41.9%)
- **MasterChef Australia - MasterClass** (40.5%)
- **NCIS** (36.0%)
- **Talkin' 'bout Your Generation** (35.9%)
- **House** (35.1%)
- **The Biggest Loser Weigh In** (34.5%)

## Timeslot winners, total people

- **MasterChef Australia** (Mon – Thurs) (45.7%)
- **MasterChef Australia – Challenge** (42.5%)
- **Glee** (41.8%)
- **NCIS** (39.3%)
- **Modern Family** (36.7%)
- **MasterChef Australia - MasterClass** (36.1%)

## News and Daytime

- TEN is the clear leader in daytime (9am – 6pm Monday – Friday) in all key daytime demographics, including 25-54s and GBs with kids and total people.
- **TEN News At Five** is Australia's favourite daytime program with an average audience of 874,000

## Timeslot winners, Daytime

- **Everybody Loves Raymond** rpt (73.6%)
- **Huey's Kitchen** (71.3%)
- **Dharma and Greg** (61.1%)
- **Judge Judy** (54.8%)
- **Ten News at Five** (44.7%)
- **The Bold and The Beautiful** (44.5%)
- **Ready Steady Cook** (41.5%)

## Top 20 programs (25-54)\*

	Program	Network	AUD
1	UNDERBELLY: THE GOLDEN MILE -EP 1	9	1,421,000
2	UNDERBELLY: THE GOLDEN MILE -EP 2	9	1,323,000
3	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9	1,254,000
4	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	1,137,000
5	UNDERBELLY: THE GOLDEN MILE	9	1,093,000
6	<b>HAMISH &amp; ANDY'S CARAVAN OF COURAGE: GREAT BRITAIN &amp; IRELAND</b>	<b>TEN</b>	<b>1,046,000</b>
7	<b>MASTERCHEF AUSTRALIA</b>	<b>TEN</b>	<b>1,038,000</b>
8	<b>MASTERCHEF AUSTRALIA - CHALLENGE</b>	<b>TEN</b>	<b>1,025,000</b>
9	<b>THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED</b>	<b>TEN</b>	<b>998,000</b>
10	PACKED TO THE RAFTERS	7	982,000
11	TOP GEAR -EP1	9	978,000
12	<b>MODERN FAMILY</b>	<b>TEN</b>	<b>939,000</b>
13	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - MATCH	9	897,000
14	<b>MASTERCHEF AUSTRALIA - TOP 50 WEEK</b>	<b>TEN</b>	<b>879,000</b>
15	<b>THE BIGGEST LOSER (AUS) - FINALE NIGHT</b>	<b>TEN</b>	<b>839,000</b>
16	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - PRE MATCH	9	838,000
17	2010 FIFA WORLD CUP: GHA V AUS LIVE	SBS ONE	837,000
18	<b>GLEE</b>	<b>TEN</b>	<b>800,000</b>
19	SURVIVOR: HEROES VS VILLAINS -FINALE	9	752,000
20	THE GRUEN TRANSFER-EV	ABC1	745,000

## Top 20 programs (total people)\*

	Program	Network	AUD
1	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9	2,468,000
2	UNDERBELLY: THE GOLDEN MILE -EP 1	9	2,358,000
3	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	2,173,000
4	UNDERBELLY: THE GOLDEN MILE -EP 2	9	2,126,000
5	PACKED TO THE RAFTERS	7	1,981,000
6	<b>HAMISH &amp; ANDY'S CARAVAN OF COURAGE: GREAT BRITAIN &amp; IRELAND</b>	<b>TEN</b>	<b>1,847,000</b>
7	<b>MASTERCHEF AUSTRALIA</b>	<b>TEN</b>	<b>1,841,000</b>
8	<b>MASTERCHEF AUSTRALIA - CHALLENGE</b>	<b>TEN</b>	<b>1,804,000</b>
9	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 3RD - MATCH	9	1,782,000
10	TOP GEAR -EP1	9	1,766,000
11	UNDERBELLY: THE GOLDEN MILE	9	1,740,000
12	<b>THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED</b>	<b>TEN</b>	<b>1,642,000</b>
13	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - PRE MATCH	9	1,634,000
14	<b>MODERN FAMILY</b>	<b>TEN</b>	<b>1,622,000</b>
15	AUSTRALIA'S GOT TALENT	7	1,615,000
16	SEVEN NEWS - SUN	7	1,559,000
17	<b>MASTERCHEF AUSTRALIA - TOP 50 WEEK</b>	<b>TEN</b>	<b>1,550,000</b>
18	MIRACLE AT THE ZOO	7	1,546,000
19	<b>NCIS</b>	<b>TEN</b>	<b>1,531,000</b>
20	NINE NEWS SUNDAY	9	1,446,000

\*In the Top Programs tables, MasterChef Australia - Top 50 Week is an average of the MasterChef launch episode + Tuesday – Friday Top 50 episodes