



Primary 3-Station Commercial Share Highlights of Week 26 – TEN (Primary Channel)

- TEN won Week 26 in 16-39, finishing the week on 39.3%; Year-to-date TEN is No.1 in 16-39 with 36.2%
- TEN won Week 26 in 18-49, finishing the week on 37.0%; Year-to-date TEN is No.2 in 18-49 with 33.7%
- TEN won Week 26 in 25-54, finishing the week on 36.3%
- TEN's best week in Primary 3-Station CSHR in total people and 25-54
- TEN won Sunday night prime-time in all key demographics: 18-49 (37.9%), 16-39 (40.1%) and 25-54 (36.9%); TEN's best Sunday audience of the year in total people and 25-54
- TEN won Monday night prime-time in all key demographics: 18-49 (38.4%), 16-39 (41.4%) and 25-54 (37.5%).
- TEN won Wednesday night prime-time in all key demographics: 18-49 (47.0%), 16-39 (50.4%) and 25-54 (45.8%) and total people (39.7%); TEN's best Overnight audience of the year in Total People and best Primary 3-Station CSHR of the year in total people and all key demographics
- TEN won Thursday night prime-time in all key demographics: 18-49 (40.6%), 16-39 (43.0%), 25-54 (39.4%) and total people (34.4%)
- **Merlin** was watched by 1.00 million viewers
- **MasterChef Australia – Challenge** won its timeslot in all key demographics: 18-49 (50.8%), 16-39 (53.5%), 25-54 (50.1%) and total people (45.7%) - 1.95 million viewers (highest Overnight audience of the season)
- **Good News Week** won its timeslot in all key demographics: 18-49 (38.1%), 16-39 (41.5%) and 25-54 (36.7%) – 1.01 million viewers
- **Modern Family** won its timeslot in all key demographics: 18-49 (41.1%), 16-39 (41.4%), 25-54 (41.6%) and total people (38.2%) - 1.52 million viewers
- **NCIS Rpt** was watched by 1.30 million viewers
- **Lie To Me** won its timeslot in all key demographics: 18-49 (47.9%), 16-39 (51.9%), 25-54 (46.9%) and total people (44.2%) – 1.14 million viewers
- **Law & Order: Criminal Intent** won its timeslot in total people (39.5%)
- **Glee** won its timeslot in all key demographics: 18-49 (50.4%), 16-39 (53.2%), 25-54 (47.5%) and total people (40.0%) – 1.32 million viewers
- **Law & Order: SVU** won its timeslot in 25-54 (35.5%)
- **MasterChef Australia (Mon – Thur)** won its timeslot in all key demographics: 18-49 (56.3%), 16-39 (58.3%), 25-54 (56.5%) and total people (50.4%) – 1.93 million viewers
- **MasterChef Australia – MasterClass** won its timeslot in all key demographics: 18-49 (43.0%), 16-39 (45.3%), 25-54 (43.2%) and total people (38.2%) – 1.27 million viewers

All ratings data must be sourced OzTAM:

Data for Week 26 is based on Overnights (Live + As Live viewing). Year-to-date figures reflect Weeks 7 – 26, 2010 (excluding Easter) and are Consolidated, except for 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.

Best Overnight audience for MasterChef Australia: Challenge is based on Weeks 19-26, 2010 (Overnights). Best Sunday, best Wednesday and best week of the year based on Weeks 7 – 26, 2010, excluding Easter (Weeks 7 – 25: Consolidated, Weeks 26: Overnights). Primary 3-Station CSHR figures for Lie To Me, Law & Order: Criminal Intent include News breaks.

WEEKLY RATINGS WRAP



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

- **MasterChef Australia – Challenge** (50.8%)
- **Good News Week** (38.1%)
- **Modern Family** (41.1%)
- **Lie To Me** (47.9%)
- **Glee** (50.4%)
- **MasterChef Australia (Mon – Thurs)** (56.3%)
- **MasterChef Australia MasterClass** (43.0%)

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

- **MasterChef Australia – Challenge** (53.5%)
- **Good News Week** (41.5%)
- **Modern Family** (41.4%)
- **Lie To Me** (51.9%)
- **Glee** (53.2%)
- **The 7PM Project** (34.9%)
- **MasterChef Australia (Mon – Thurs)** (58.3%)
- **MasterChef Australia - MasterClass** (45.3%)

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

- **MasterChef Australia – Challenge** (50.1%)
- **Good News Week** (36.7%)
- **Modern Family** (41.6%)
- **Lie To Me** (46.9%)
- **Glee** (47.5%)
- **Law & Order: SVU** (35.5%)
- **MasterChef Australia (Mon – Thurs)** (56.5%)
- **MasterChef Australia - MasterClass** (43.2%)

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

- **MasterChef Australia – Challenge** (45.7%)
- **Modern Family** (38.2%)
- **Lie To Me** (44.2%)
- **Law & Order: Criminal Intent** (39.5%)
- **Glee** (40.0%)
- **MasterChef Australia (Mon – Thurs)** (50.4%)
- **MasterChef Australia - MasterClass** (38.2%)

News and Daytime

- **TEN News at Five** won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (52.2%), 16-39 (54.2%), 25-54 (51.4%) and total people (44.3%); Top daytime program YTD
- TEN is No. 1 in daytime with an average total audience YTD of 249k v Seven's 208k and Nine's 182k

Sport on TEN

- **AFL: Sydney v Collingwood** won its timeslot in total people in Melbourne (41.2%)

Top 20 programs (18-49)

	Program	Network
1	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
2	MASTERCHEF AUSTRALIA	TEN
3	UNDERBELLY: THE GOLDEN MILE	9
4	MODERN FAMILY	TEN
5	GREY'S ANATOMY	7
6	GLEE	TEN
7	NINE NEWS SUNDAY	9
8	THE GRUEN TRANSFER-EV	ABC1
9	TOP GEAR	9
10	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
11	GOOD NEWS WEEK	TEN
12	THE BIG BANG THEORY	9
13	SHREK THE THIRD -RPT	9
14	LIE TO ME	TEN
15	60 MINUTES	9
16	SEND IN THE DOGS	9
17	CUSTOMS	9
18	NCIS RPT	TEN
19	SEVEN NEWS - SUN	7
20	THE MENTALIST	9

Top 20 programs (16-39)

	Program	Network
1	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
2	MASTERCHEF AUSTRALIA	TEN
3	GREY'S ANATOMY	7
4	UNDERBELLY: THE GOLDEN MILE	9
5	MODERN FAMILY	TEN
6	GLEE	TEN
7	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
8	GOOD NEWS WEEK	TEN
9	THE GRUEN TRANSFER-EV	ABC1
10	TOP GEAR	9
11	THE BIG BANG THEORY	9
12	NINE NEWS SUNDAY	9
13	LIE TO ME	TEN
14	SHREK THE THIRD -RPT	9
15	NCIS RPT	TEN
16	HOW I MET YOUR MOTHER	7
17	HOW I MET YOUR MOTHER-THU (R)	7
18	SEND IN THE DOGS	9
19	60 MINUTES	9
20	HUNG	7

WEEKLY RATINGS WRAP



Top 20 programs (25-54)

	Program	Network
1	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
2	MASTERCHEF AUSTRALIA	TEN
3	UNDERBELLY: THE GOLDEN MILE	9
4	MODERN FAMILY	TEN
5	GREY'S ANATOMY	7
6	GLEE	TEN
7	NINE NEWS SUNDAY	9
8	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
9	THE GRUEN TRANSFER-EV	ABC1
10	TOP GEAR	9
11	SEVEN NEWS - SUN	7
12	THE MENTALIST	9
13	GOOD NEWS WEEK	TEN
14	60 MINUTES	9
15	SHREK THE THIRD -RPT	9
16	THE BIG BANG THEORY	9
17	NCIS RPT	TEN
18	CUSTOMS	9
19	LIE TO ME	TEN
20	SEND IN THE DOGS	9

Top 20 programs (Total People)

	Program	Network
1	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
2	MASTERCHEF AUSTRALIA	TEN
3	SEVEN NEWS - SUN	7
4	NINE NEWS SUNDAY	9
5	SEVEN NEWS - SAT	7
6	MODERN FAMILY	TEN
7	UNDERBELLY: THE GOLDEN MILE	9
8	SEVEN NEWS	7
9	TODAY TONIGHT	7
10	GREY'S ANATOMY	7
11	SUNDAY NIGHT	7
12	NINE NEWS	9
13	GLEE	TEN
14	THE MENTALIST	9
15	NCIS RPT	TEN
16	DOC MARTIN-EV	ABC1
17	CUSTOMS	9
18	60 MINUTES	9
19	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
20	SEND IN THE DOGS	9

Week 26 at a Glance:

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	37.0%	39.3%	36.3%	32.9%
9	32.9%	31.7%	33.3%	33.5%
7	30.1%	29.0%	30.5%	33.6%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	35.6%	37.4%	35.0%	32.2%
9	33.0%	31.9%	33.4%	33.9%
7	31.4%	30.7%	31.6%	33.9%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	35.3%	36.8%	34.9%	32.8%
9	31.9%	31.1%	32.2%	32.8%
7	32.8%	32.1%	32.9%	34.4%

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	33.7%	36.2%	32.4%	29.4%
9	34.2%	32.9%	34.7%	35.0%
7	32.1%	30.9%	32.9%	35.7%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.7%	34.9%	31.6%	29.0%
9	34.6%	33.4%	35.1%	35.4%
7	32.7%	31.7%	33.3%	35.6%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.2%	35.0%	32.2%	30.4%
9	33.7%	32.9%	34.1%	34.4%
7	33.1%	32.1%	33.7%	35.2%

Free-to-air Share: Week 26 (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
15.8%	1.6%	0.6%	23.4%	2.7%	23.4%	2.9%	22.9%	0.9%	5.1%	0.7%