

WEEKLY RATINGS WRAP



OzTAM Survey Week 30 (Survey Period 6, Week 2)

18 – 24 July 2010



Primary 3-Station Commercial Share Highlights of Week 30 – TEN (Primary Channel)

- TEN's best week in Primary 3-Station CSHR and audience in all key demographics and total people
- TEN won Week 30 in total people, finishing the week on 38.0%
- TEN won Week 30 in 16-39, finishing the week on 47.1%; Year-to-date TEN is No.1 in 16-39 with 37.3%
- TEN won Week 30 in 18-49, finishing the week on 43.7%; Year-to-date TEN is No.1 in 18-49 with 34.8%
- TEN won Week 30 in 25-54, finishing the week on 42.8%; Year-to-date TEN is No. 2 in 25-54 with 33.6%
- TEN won Sunday night prime-time in all key demographics: 18-49 (49.3%), 16-39 (51.9%), 25-54 (48.8%) and total people (41.5%)
- TEN won Monday night prime-time in all key demographics: 18-49 (44.0%), 16-39 (47.4%), 25-54 (42.9%) and total people (36.2%)
- TEN won Tuesday night prime-time in all key demographics: 18-49 (39.3%), 16-39 (43.7%), 25-54 (39.2%) and total people (36.8%)
- TEN won Wednesday night prime-time in all key demographics: 18-49 (45.4%), 16-39 (49.8%), 25-54 (43.7%) and total people (38.7%)
- TEN won Thursday night prime-time in all key demographics: 18-49 (45.6%), 16-39 (48.2%), 25-54 (44.8%) and total people (41.5%)
- The season finale of **Merlin** had an audience of 1.14 million viewers
- **MasterChef Australia – Challenge** won its timeslot in all key demographics: 18-49 (59.3%), 16-39 (62.5%), 25-54 (58.7%) and total people (49.2%) - 2.19 million viewers (highest Challenge audience of the season)
- **Hawke** won its timeslot in all key demographics: 18-49 (58.7%), 16-39 (61.8%), 25-54 (58.8%) and total people (53.5%) - 1.60 million viewers
- **Hawke: The Interview** won its timeslot in all key demographics: 18-49 (61.7%), 16-39 (60.6%), 25-54 (64.2%) and total people (60.0%) - 813,000 viewers
- **Melbourne International Comedy Festival Great Debate** won its timeslot in all key demographics: 18-49 (41.1%), 16-39 (45.2%) and 25-54 (39.7%) - 1.00 million viewers
- **NCIS Ep 2 Rpt** won its timeslot in all key demographics: 18-49 (36.1%), 16-39 (41.7%), 25-54 (37.8%) and total people (41.9%)
- **Lie to Me** won its timeslot in 16-39 (44.6%) - 1.13 million viewers
- The season premiere of **Rush** won its timeslot in all key demographics: 18-49 (38.2%), 16-39 (40.4%), 25-54 (38.4%) and total people (37.4%) - 1.07 million viewers
- **The 7pm Project** won its timeslot in all key demographics: 18-49 (38.0%), 16-39 (40.4%), 25-54 (37.3%) and total people (34.0%) – 1.09 million viewers (highest average weekly audience ever); Tuesday's first birthday episode set a new season high for the year with 1.22 million viewers
- **MasterChef Australia** (Mon – Thur) won its timeslot in all key demographics: 18-49 (62.7%), 16-39 (65.2%), 25-54 (63.0%) and total people (57.4%) – 2.44 million viewers (highest average weekly audience for the season)
- **MasterChef Australia – MasterClass** won its timeslot in all key demographics: 18-49 (57.8%), 16-39 (60.2%), 25-54 (56.0%) and total people (50.8%) – 1.88 million viewers (highest MasterClass audience for the season)
- **Jamie Oliver's Food Revolution** won its timeslot in all key demographics: 18-49 (51.0%), 16-39 (56.2%), 25-54 (49.1%) and total people (43.6%) – 1.31 million viewers

All ratings data must be sourced OzTAM:

Data for Week 30 is based on Overnights (Live + As Live viewing). Year-to-date figures reflect Weeks 7 – 30, 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.

TEN's best week based on Weeks 7 – 30, 2010, excluding Easter (Week 7 – 29: Consolidated, Week 30: Overnights). Highest The 7pm Project of the year is based on Weeks 1 – 30, 2010 (Weeks 1-29: Consolidated, Week 30: Overnights); The 7pm Project's highest weekly audience based on Weeks 30-52, 2009 (Live only) and Weeks 1 – 30, 2010 (Weeks 1-29: Consolidated, Week 30: Overnights). Best MasterChef Australia – Challenge audience based on Weeks 19-30, 2010 (Weeks 19 – 29: Consolidated, Week 30: Overnights). Highest MasterChef daily show and MasterClass audiences based on Weeks 18-30, 2010 (Weeks 18-30: Consolidated, Week 30: Overnights).

WEEKLY RATINGS WRAP



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

- MasterChef Australia – Challenge (59.3%)
- Hawke (58.7%)
- Hawke: The Interview (61.7%)
- Melbourne International Comedy Festival Great Debate (41.1%)
- NCIS Ep 2 Rpt (36.1%)
- Rush (38.2%)
- The 7pm Project (38.0%)
- MasterChef Australia (Mon – Thurs) (62.7%)
- MasterChef Australia MasterClass (57.8%)
- Jamie Oliver's Food Revolution (51.0%)

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

- MasterChef Australia – Challenge (62.5%)
- Hawke (61.8%)
- Hawke: The Interview (60.6%)
- Melbourne International Comedy Festival Great Debate (45.2%)
- NCIS Ep 2 Rpt (41.7%)
- Lie To Me (44.6%)
- Rush (40.4%)
- The Simpsons (36.3%)
- Neighbours (35.5%)
- The 7pm Project (40.4%)
- MasterChef Australia (Mon – Thurs) (65.2%)
- MasterChef Australia - MasterClass (60.2%)
- Jamie Oliver's Food Revolution (56.2%)

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

- MasterChef Australia – Challenge (58.7%)
- Hawke (58.8%)
- Hawke: The Interview (64.2%)
- Melbourne International Comedy Festival Great Debate (39.7%)
- NCIS Ep 2 Rpt (37.8%)
- Rush (38.4%)
- The 7pm Project (37.3%)
- MasterChef Australia (Mon – Thurs) (63.0%)
- MasterChef Australia - MasterClass (56.0%)
- Jamie Oliver's Food Revolution (49.1%)

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

- MasterChef Australia – Challenge (49.2%)
- Hawke (53.5%)
- Hawke: The Interview (60.0%)
- NCIS Ep 2 Rpt (41.9%)
- Rush (37.4%)
- The 7pm Project (34.0%)
- MasterChef Australia (Mon – Thurs) (57.4%)
- MasterChef Australia - MasterClass (50.8%)
- Jamie Oliver's Food Revolution (43.6%)

News and Daytime

- TEN News at Five won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (52.5%), 16-39 (56.4%), 25-54 (51.1%) and total people (42.7%); Top daytime program YTD
- TEN is No. 1 in daytime with an average total audience YTD of 252k v Seven's 207k and Nine's 180k

Sport on TEN

- AFL: West Coast v Carlton won its timeslot in total people in Melbourne (38.9%), Adelaide (40.6%) and Perth (52.2%)
- AFL: Collingwood v Richmond won its timeslot in total people in Melbourne (60.1%), Adelaide (47.7%) and Perth (77.3%)
- Before The Game won its timeslot in total people in Melbourne (38.6%)

Top 20 programs (18-49)

	Program	Network
1	MASTERCHEF AUSTRALIA	TEN
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
4	PACKED TO THE RAFTERS	7
5	HAWKE	TEN
6	JAMIE OLIVER'S FOOD REVOLUTION	TEN
7	THE GRUEN TRANSFER-EV	ABC1
8	MELBOURNE INTERNATIONAL COMEDY FESTIVAL GREAT DEBATE	TEN
9	NINE NEWS SUNDAY	9
10	RBT	9
11	LIE TO ME	TEN
12	RUSH	TEN
13	SEVEN NEWS - SUN	7
14	SPICKS AND SPECKS-EV	ABC1
15	TOP GEAR	9
16	HOW I MET YOUR MOTHER-THU (R)	7
17	MERLIN	TEN
18	HEY HEY IT'S SATURDAY	9
19	SEND IN THE DOGS	9
20	THE BIG BANG THEORY -MON	9

Top 20 programs (16-39)

	Program	Network
1	MASTERCHEF AUSTRALIA	TEN
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
4	PACKED TO THE RAFTERS	7
5	HAWKE	TEN
6	JAMIE OLIVER'S FOOD REVOLUTION	TEN
7	MELBOURNE INTERNATIONAL COMEDY FESTIVAL GREAT DEBATE	TEN
8	THE GRUEN TRANSFER-EV	ABC1
9	LIE TO ME	TEN
10	RBT	9
11	HOW I MET YOUR MOTHER-THU (R)	7
12	RUSH	TEN
13	NINE NEWS SUNDAY	9
14	HOW I MET YOUR MOTHER	7
15	THE BIG BANG THEORY -MON	9
16	THE 7PM PROJECT	TEN
17	TWO AND A HALF MEN -MON	9
18	SPICKS AND SPECKS-EV	ABC1
19	SEND IN THE DOGS	9
20	TOP GEAR	9

WEEKLY RATINGS WRAP



Top 20 programs (25-54)

		Network
1	MASTERCHEF AUSTRALIA	TEN
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
4	HAWKE	TEN
5	PACKED TO THE RAFTERS	7
6	JAMIE OLIVER'S FOOD REVOLUTION	TEN
7	THE GRUEN TRANSFER-EV	ABC1
8	NINE NEWS SUNDAY	9
9	SEVEN NEWS - SUN	7
10	MELBOURNE INTERNATIONAL COMEDY FESTIVAL GREAT DEBATE	TEN
11	SPICKS AND SPECKS-EV	ABC1
12	RBT	9
13	RUSH	TEN
14	CRIMINAL MINDS-MON	7
15	LIE TO ME	TEN
16	TOP GEAR	9
17	MERLIN	TEN
18	HEY HEY IT'S SATURDAY	9
19	THE 7PM PROJECT	TEN
20	SEND IN THE DOGS	9

Top 20 programs (Total People)

	Program	Network
1	MASTERCHEF AUSTRALIA	TEN
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	PACKED TO THE RAFTERS	7
4	MASTERCHEF AUSTRALIA - MASTERCLASS	TEN
5	SEVEN NEWS - SUN	7
6	NINE NEWS SUNDAY	9
7	HAWKE	TEN
8	RBT	9
9	SEVEN NEWS	7
10	DOC MARTIN-EV	ABC1
11	TODAY TONIGHT	7
12	THE GRUEN TRANSFER-EV	ABC1
13	JAMIE OLIVER'S FOOD REVOLUTION	TEN
14	DANCING WITH THE STARS	7
15	SEVEN NEWS - SAT	7
16	NINE NEWS	9
17	SEND IN THE DOGS	9
18	CRIMINAL MINDS-MON	7
19	A CURRENT AFFAIR	9
20	SPICKS AND SPECKS-EV	ABC1

Week 30 at a Glance:

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	43.7%	47.1%	42.8%	38.0%
9	29.6%	27.6%	29.9%	30.7%
7	26.7%	25.3%	27.3%	31.3%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	41.7%	44.9%	41.0%	37.1%
9	30.8%	28.9%	31.1%	31.5%
7	27.5%	26.1%	28.0%	31.4%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	41.1%	44.0%	40.2%	36.9%
9	29.8%	28.5%	30.2%	30.7%
7	29.1%	27.5%	29.7%	32.4%

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	34.8%	37.3%	33.6%	30.3%
9	33.5%	32.3%	34.0%	34.4%
7	31.7%	30.4%	32.4%	35.2%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.7%	35.9%	32.6%	29.9%
9	34.0%	32.8%	34.5%	34.9%
7	32.3%	31.3%	32.9%	35.2%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.1%	35.9%	33.2%	31.2%
9	33.1%	32.3%	33.5%	33.9%
7	32.8%	31.8%	33.3%	34.9%

Free-to-air Share: Week 30 (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
14.3%	1.3%	0.7%	22.3%	2.9%	21.8%	3.6%	27.1%	1.1%	4.6%	0.4%