

WEEKLY RATINGS WRAP



OzTAM Survey Week 32 (Survey Period 6, Week 4)

1-7 August 2010



Primary 3-Station Commercial Share Highlights of Week 32 – TEN (Primary Channel)

- TEN won Week 32 in 16-39, finishing the week on 37.2%
- TEN won Survey Period 6 in 16-39 (42.8%); Year-to-date TEN is No.1 in 16-39 with 37.5%
- TEN won Survey Period 6 in 18-49 (39.2%); Year-to-date TEN is No.1 in 18-49 with 35.0%
- TEN won Survey Period 6 in 25-54 (37.7%); Year-to-date TEN is No.2 in 25-54 with 33.7%
- TEN won Sunday night prime-time in 18-49 (35.9%) and 16-39 (40.4%)
- TEN won Monday night prime-time in all key demographics: 18-49 (38.2%), 16-39 (43.5%) and 25-54 (35.3%)
- TEN won Thursday night prime-time in 16-39 (35.8%)
- **Modern Family** (Sunday) won its timeslot in 18-49 (38.4%) and 16-39 (41.5%) - 1.04 million viewers
- **Rules of Engagement** (Sunday) won its timeslot in 18-49 (36.0%) and 16-39 (40.0%)
- The season return of **Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (42.7%), 16-39 (48.1%) and 25-54 (39.8%) - 1.33 million viewers (Sunday's No. 1 show in all key demographics)
- **The Good Wife** dominates its timeslot in all key demographics: 18-49 (37.6%), 16-39 (40.6%) and 25-54 (36.9%) - 989,000 viewers
- **Undercover Boss** won its timeslot in all key demographics: 18-49 (46.3%), 16-39 (51.1%), 25-54 (44.5%) and total people (38.7%) - 1.34 million viewers (Monday's top program in all key demographics)
- **Good News Week** won its timeslot in all key demographics: 18-49 (39.6%), 16-39 (43.2%) and 25-54 (36.8%) - 924,000 viewers
- **Modern Family** (Tuesday) won its timeslot in 18-49 (37.9%) and 16-39 (41.0%) – 1.22 million viewers
- **Bondi Vet** won its timeslot in total people (36.0%) – 1.14 million viewers
- **Recruits** was watched by 1.01 million people
- **Rush** won its timeslot in all key demographics: 18-49 (40.8%), 16-39 (43.3%), 25-54 (40.0%) and total people (34.6%) - 983,000 viewers
- **Jamie Oliver's Food Revolution** won its timeslot in all key demographics: 18-49 (37.7%), 16-39 (40.7%) and 25-54 (35.0%) – 986,000 viewers

All ratings data must be sourced OzTAM:

Data for Week 32 is based on Overnights (Live + As Live viewing). Year-to-date figures reflect Weeks 7 – 32, 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.

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

- **Modern Family** (Sun) (38.4%)
- **Rules of Engagement** (Sun) (36.0%)
- **Talkin' 'bout Your Generation** (42.7%)
- **The Good Wife** (37.6%)
- **Undercover Boss** (46.3%)
- **Good News Week** (39.6%)
- **Modern Family** (Tues) (37.9%)
- **Rush** (40.8%)
- **Jamie Oliver's Food Revolution** (37.7%)

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

- **Modern Family** (Sun) (41.5%)
- **Rules of Engagement** (Sun) (40.0%)
- **Talkin' 'bout Your Generation** (48.1%)
- **The Good Wife** (40.6%)
- **Undercover Boss** (51.1%)
- **Good News Week** (43.2%)
- **Modern Family** (Tues) (41.0%)
- **The All New Simpsons Ep 1** (38.8%)
- **The All New Simpsons Ep 2** (40.1%)
- **Rush** (43.3%)
- **The Simpsons** (Mon – Fri) (39.6%)
- **Neighbours** (36.5%)
- **The 7pm Project** (37.0%)
- **Jamie Oliver's Food Revolution** (40.7%)

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

- **Talkin' 'bout Your Generation** (39.8%)
- **The Good Wife** (36.9%)
- **Undercover Boss** (44.5%)
- **Good News Week** (36.8%)
- **Rush** (40.0%)
- **Jamie Oliver's Food Revolution** (35.0%)

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

- **Undercover Boss** (38.7%)
- **Bondi Vet** (36.0%)
- **Rush** (34.6%)

News and Daytime

- **TEN News at Five** won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (51.9%), 16-39 (55.3%), 25-54 (50.5%) and total people (42.6%); Top daytime program YTD
- TEN is No. 1 in daytime with an average total audience YTD of 252k v Seven's 208k and Nine's 179k

Sport on TEN

- **AFL: Sydney v Hawthorn** won its timeslot in total people in Melbourne (57.4%) and Adelaide (59.3%)
- **AFL: Geelong v Collingwood** won its timeslot in total people in Melbourne (61.2%) and Adelaide (44.0%); TEN's highest rating AFL game in Melbourne for the 2010 season (520,000 viewers on TEN)
- **AFL: West Coast v Brisbane Lions** won its timeslot in total people in Perth (39.8%)
- **AFL: North Melbourne v Fremantle** won its timeslot in total people in Perth (76.4%)

Top 20 programs (18-49)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	GRUEN NATION-EV	ABC1
3	UNDERCOVER BOSS	TEN
4	TALKIN' 'BOUT YOUR GENERATION	TEN
5	TOP GEAR	9
6	MODERN FAMILY	TEN
7	YES WE CANBERRA!-LE	ABC1
8	SPICKS AND SPECKS-EV	ABC1
9	THE FARMER WANTS A WIFE	9
10	NINE NEWS SUNDAY	9
11	MODERN FAMILY SUN	TEN
12	TWO AND A HALF MEN -WED	9
13	GOOD NEWS WEEK	TEN
14	WORLD'S STRICTEST PARENTS	7
15	RULES OF ENGAGEMENT	TEN
16	HOW I MET YOUR MOTHER-THU (R)	7
17	TWO AND A HALF MEN -MON	9
18	JAMIE OLIVER'S FOOD REVOLUTION	TEN
19	THE ALL NEW SIMPSONS EP 2	TEN
20	HOW I MET YOUR MOTHER	7

Top 20 programs (16-39)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	GRUEN NATION-EV	ABC1
3	TALKIN' 'BOUT YOUR GENERATION	TEN
4	UNDERCOVER BOSS	TEN
5	MODERN FAMILY	TEN
6	YES WE CANBERRA!-LE	ABC1
7	TOP GEAR	9
8	HOW I MET YOUR MOTHER-THU (R)	7
9	THE ALL NEW SIMPSONS EP 2	TEN
10	HOW I MET YOUR MOTHER	7
11	MODERN FAMILY SUN	TEN
12	SPICKS AND SPECKS-EV	ABC1
13	RULES OF ENGAGEMENT	TEN
14	THE FARMER WANTS A WIFE	9
15	GOOD NEWS WEEK	TEN
16	THE ALL NEW SIMPSONS	TEN
17	RULES OF ENGAGEMENT SUN	TEN
18	JAMIE OLIVER'S FOOD REVOLUTION	TEN
19	NINE NEWS SUNDAY	9
20	RUSH	TEN

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Top 20 programs (25-54)

		Network
1	PACKED TO THE RAFTERS	7
2	GRUEN NATION-EV	ABC1
3	UNDERCOVER BOSS	TEN
4	TOP GEAR	9
5	TALKIN' 'BOUT YOUR GENERATION	TEN
6	SPICKS AND SPECKS-EV	ABC1
7	YES WE CANBERRA!-LE	ABC1
8	NINE NEWS SUNDAY	9
9	MODERN FAMILY	TEN
10	THE FARMER WANTS A WIFE	9
11	TWO AND A HALF MEN -WED	9
12	RBT	9
13	SEVEN NEWS - SUN	7
14	HOT PROPERTY	9
15	WORLD'S STRICTEST PARENTS	7
16	TWO AND A HALF MEN -MON	9
17	60 MINUTES	9
18	RULES OF ENGAGEMENT	TEN
19	MODERN FAMILY SUN	TEN
20	HOT IN CLEVELAND	9

Top 20 programs (Total People)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	SEVEN NEWS - SUN	7
3	NINE NEWS SUNDAY	9
4	GRUEN NATION-EV	ABC1
5	SEVEN NEWS	7
6	MINUTE TO WIN IT	7
7	NINE NEWS SATURDAY	9
8	DANCING WITH THE STARS	7
9	WORLD'S STRICTEST PARENTS	7
10	TODAY TONIGHT	7
11	SPICKS AND SPECKS-EV	ABC1
12	THE FARMER WANTS A WIFE	9
13	RBT	9
14	TWO AND A HALF MEN -WED	9
15	UNDERCOVER BOSS	TEN
16	TOP GEAR	9
17	TALKIN' 'BOUT YOUR GENERATION	TEN
18	YES WE CANBERRA!-LE	ABC1
19	BETTER HOMES AND GARDENS	7
20	NINE NEWS	9

Week 32 at a Glance:

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.5%	37.2%	31.6%	28.5%
9	33.6%	31.8%	34.9%	34.6%
7	32.9%	31.0%	33.5%	36.9%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.6%	36.0%	30.8%	28.3%
9	33.9%	32.2%	35.3%	34.9%
7	33.5%	31.8%	33.9%	36.8%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.9%	36.5%	32.5%	30.5%
9	31.9%	30.6%	33.0%	32.9%
7	34.2%	32.9%	34.6%	36.6%

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	35.0%	37.5%	33.7%	30.4%
9	33.4%	32.1%	34.0%	34.3%
7	31.6%	30.3%	32.3%	35.3%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.8%	36.1%	32.7%	30.0%
9	33.9%	32.7%	34.5%	34.8%
7	32.3%	31.2%	32.8%	35.3%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.2%	36.2%	33.3%	31.3%
9	33.0%	32.1%	33.4%	33.8%
7	32.8%	31.8%	33.3%	35.0%

Free-to-air Share: Week 32 (6pm – 10:30 pm - Zone 1)

ABC				Seven Network		Nine Network		Network Ten		SBS	
ABC1	ABC2	ABC3	ABC News 24	7	7TWO	9	GO!	TEN	ONE	SBS ONE	SBS TWO
15.3%	1.7%	0.7%	0.5%	25.3%	3.3%	23.7%	3.6%	19.6%	1.4%	4.4%	0.6%