

# WEEKLY RATINGS WRAP



OzTAM Survey Week 33 (Survey Period 7, Week 1)

8 – 14 August 2010



## Primary 3-Station Commercial Share Highlights of Week 33 – TEN (Primary Channel)

- TEN won Week 33 in 16-39, finishing the week on 36.8%; Year-to-date TEN is No.1 in 16-39 with 37.5%
- In Week 33, TEN was No. 2 in 18-49, finishing the week on 32.9%; Year-to-date TEN is No. 1 in 18-49 with 34.9%
- TEN won Sunday night prime-time in 18-49 (35.3%) and 16-39 (40.8%)
- TEN won Monday night prime-time in 18-49 (35.7%) and 16-39 (39.5%)
- TEN won Thursday night prime-time in 19-49 (34.5%) and 16-39 (38.3%)
- **Modern Family** (Sunday) won its timeslot in 18-49 (35.5%) and 16-39 (40.8%) – 915,000 viewers
- **Rules of Engagement** (Sunday) won its timeslot in all key demographics: 18-49 (36.5%), 16-39 (43.6%) and 25-54 (34.5%)
- **Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (40.6%), 16-39 (46.6%) and 25-54 (38.2%) - 1.19 million viewers (Sunday's No. 1 show in 18-49 and 16-39)
- The season finale of **The Good Wife** won its timeslot in all key demographics: 18-49 (36.9%), 16-39 (41.4%) and 25-54 (35.0%) - 963,000 viewers
- **The Devil Wears Prada rpt** won its timeslot in 18-49 (39.8%) and 16-39 (43.4%)
- **Undercover Boss** won its timeslot in 18-49 (38.8%) and 16-39 (41.1%) - 1.11 million viewers (Monday's top program in 16-39)
- **Good News Week** won its timeslot in all key demographics: 18-49 (38.5%), 16-39 (41.8%) and 25-54 (36.6%) - 944,000 viewers
- The PM's appearance on **The 7pm Project** (Tues) had an audience of 1.01 million viewers
- **Modern Family** (Tuesday) was watched by 1.19 million viewers
- **NCIS (rpt)** was watched by 1.05 million viewers
- **Bondi Vet** was watched by 1.06 million viewers
- **Rush** won its timeslot in all key demographics: 18-49 (39.8%), 16-39 (43.2%), 25-54 (39.3%) and total people (38.2%) – 1.00 million viewers
- **Jamie Oliver's Food Revolution** won its timeslot in 18-49 (34.8%) and 16-39 (39.9%)

### All ratings data must be sourced OzTAM:

Data for Week 33 is based on Overnights (Live + As Live viewing). Year-to-date figures reflect Weeks 7 – 33, 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) (35.5%)
- **Rules of Engagement** (Sun) (36.5%)
- **Talkin' 'bout Your Generation** (40.6%)
- **The Good Wife** (36.9%)
- **The Devil Wears Prada rpt** (39.8%)
- **Undercover Boss** (38.8%)
- **Good News Week** (38.5%)
- **Rush** (39.8%)
- **Jamie Oliver's Food Revolution** (34.8%)

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

- **Modern Family** (Sun) (40.8%)
- **Rules of Engagement** (Sun) (43.6%)
- **Talkin' 'bout Your Generation** (46.6%)
- **The Good Wife** (41.4%)
- **The Devil Wears Prada rpt** (43.4%)
- **Undercover Boss** (41.1%)
- **Good News Week** (41.8%)
- **The All New Simpsons Ep 1** (38.3%)
- **The All New Simpsons Ep 2** (40.4%)
- **Rush** (43.2%)
- **The Simpsons** (Mon – Fri) (41.0%)
- **Neighbours** (38.0%)
- **The 7pm Project** (37.1%)
- **Jamie Oliver's Food Revolution** (39.9%)

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

- **Rules of Engagement** (Sun) (34.5%)
- **Talkin' 'bout Your Generation** (38.2%)
- **The Good Wife** (35.0%)
- **Good News Week** (36.6%)
- **Rush** (39.3%)

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

- **Rush** (38.2%)

## News and Daytime

- **TEN News at Five** won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (53.9%), 16-39 (58.3%), 25-54 (52.5%) and total people (44.0%); Top daytime program YTD
- TEN is No. 1 in daytime with an average total audience YTD of 253k v Seven's 208k and Nine's 178k

## Sport on TEN

- **AFL: Western Bulldogs v Geelong** won its timeslot in total people in Melbourne (44.9%)
- **AFL: Carlton v Richmond** won its timeslot in total people in Melbourne (44.7%) and Adelaide (58.4%)
- **AFL: Port Adelaide v West Coast** won its timeslot in total people in Adelaide (44.6%)
- **AFL: Fremantle v Sydney** won its timeslot in Perth (75.9%)

## Top 20 programs (18-49)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	GRUEN NATION-EV	ABC1
3	YES WE CANBERRA!-LE	ABC1
4	TOP GEAR	9
5	SPICKS AND SPECKS-EV	ABC1
6	PARENTHOOD	7
7	<b>MODERN FAMILY</b>	<b>TEN</b>
8	<b>TALKIN' 'BOUT YOUR GENERATION</b>	<b>TEN</b>
9	TWO AND A HALF MEN -MON	9
10	THE FARMER WANTS A WIFE	9
11	<b>UNDERCOVER BOSS</b>	<b>TEN</b>
12	WORLD'S STRICTEST PARENTS	7
13	<b>GOOD NEWS WEEK</b>	<b>TEN</b>
14	<b>RULES OF ENGAGEMENT</b>	<b>TEN</b>
15	<b>THE ALL NEW SIMPSONS EP 2</b>	<b>TEN</b>
16	SEVEN NEWS - SUN	7
17	HOT PROPERTY	9
18	<b>RULES OF ENGAGEMENT SUN</b>	<b>TEN</b>
19	MINUTE TO WIN IT	7
20	NINE NEWS SUNDAY	9

## Top 20 programs (16-39)

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

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## Top 20 programs (25-54)

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

## Top 20 programs (Total People)

	Program	Network
1	PACKED TO THE RAFTERS	7
2	SEVEN NEWS - SUN	7
3	GRUEN NATION-EV	ABC1
4	SPICKS AND SPECKS-EV	ABC1
5	NINE NEWS SUNDAY	9
6	WORLD'S STRICTEST PARENTS	7
7	SEVEN NEWS	7
8	TOP GEAR	9
9	DANCING WITH THE STARS	7
10	YES WE CANBERRA!-LE	ABC1
11	TODAY TONIGHT	7
12	MINUTE TO WIN IT	7
13	SEVEN NEWS - SAT	7
14	TWO AND A HALF MEN -MON	9
15	NINE NEWS	9
16	BETTER HOMES AND GARDENS	7
17	THE FARMER WANTS A WIFE	9
18	A CURRENT AFFAIR	9
19	<b>MODERN FAMILY</b>	<b>TEN</b>
20	60 MINUTES	9

## Week 33 at a Glance:

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

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>32.9%</b>	<b>36.8%</b>	<b>31.0%</b>	<b>27.8%</b>
9	34.5%	32.7%	35.6%	35.2%
7	32.6%	30.5%	33.4%	37.1%

### Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>32.4%</b>	<b>35.9%</b>	<b>30.6%</b>	<b>27.7%</b>
9	34.9%	33.3%	36.0%	35.4%
7	32.8%	30.8%	33.5%	36.9%

### Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.5%</b>	<b>36.3%</b>	<b>32.0%</b>	<b>30.0%</b>
9	32.8%	31.3%	33.7%	33.2%
7	33.7%	32.4%	34.3%	36.8%

## 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
<b>TEN</b>	<b>34.9%</b>	<b>37.5%</b>	<b>33.6%</b>	<b>30.3%</b>
9	33.4%	32.1%	34.0%	34.3%
7	31.7%	30.4%	32.4%	35.3%

### Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.8%</b>	<b>36.1%</b>	<b>32.6%</b>	<b>29.9%</b>
9	33.9%	32.7%	34.5%	34.8%
7	32.3%	31.2%	32.9%	35.3%

### Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>34.2%</b>	<b>36.2%</b>	<b>33.3%</b>	<b>31.2%</b>
9	32.9%	32.0%	33.4%	33.7%
7	32.8%	31.8%	33.3%	35.0%

## Free-to-air Share: Week 33 (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
16.4%	1.7%	0.7%	0.5%	24.8%	3.6%	23.6%	3.9%	18.6%	1.0%	4.7%	0.7%