

# WEEKLY RATINGS WRAP



OzTAM Survey Week 34 (Survey Period 7, Week 2)

15-21 August 2010



## Primary 3-Station Commercial Share Highlights of Week 34 – TEN (Primary Channel)

- TEN won Week 34 in 16-39, finishing the week on 36.1%; Year-to-date TEN is No.1 in 16-39 with 37.5%
- Year-to-date TEN is No. 1 in 18-49 with 34.8%
- Year-to-date TEN is No. 2 in 25-54 with 33.5%
- TEN won Sunday night prime-time in all key demographics: 18-49 (43.6%), 16-39 (49.4%) and 25-54 (40.9%)
- TEN won Monday night prime-time in 18-49 (35.4%) and 16-39 (40.2%)
- **Modern Family** (Sun) won its timeslot in all key demographics: 18-49 (39.4%), 16-39 (46.2%), 25-54 (36.2%) - 1.02 million viewers
- **Rules of Engagement** (Sun) won its timeslot in all key demographics: 18-49 (38.8%), 16-39 (45.1%), 25-54 (36.5%) - 979,000 viewers
- **Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (44.8%), 16-39 (49.1%) and 25-54 (42.5%) and total people (36.0%) – 1.44 million viewers (highest audience of the year)
- **Offspring - Telemovie** won its timeslot in all key demographics: 18-49 (51.7%), 16-39 (57.3%), 25-54 (49.4%) and total people (37.9%) - 1.12 million viewers
- **Undercover Boss** won its timeslot in all key demographics: 18-49 (43.5%), 16-39 (46.0%) and 25-54 (42.0%) and total people (37.6%) - 1.19 million viewers (Monday's top program in all key demographics)
- **Good News Week** won its timeslot in 16-39 (39.5%)
- **Modern Family (Tues)** won its timeslot in 16-39 (39.6%) - 1.14 million viewers
- **The All New Simpsons Ep 1** won its timeslot in 16-39 (35.4%)
- **The Simpsons Wednesday** won its timeslot in 16-39 (38.6%)
- **Bondi Vet** was watched by 1.07 million viewers
- **Recruits** was watched by 1.04 million viewers
- **Rush** won its timeslot in all key demographics: 18-49 (41.7%), 16-39 (41.4%), 25-54 (42.8%) and total people (39.3%) – 1.00 million viewers (Thursday's top program in 18-49 and 25-54)
- The series finale of **Jamie Oliver's Food Revolution** won its timeslot in 16-39 (36.7%)

### All ratings data must be sourced OzTAM:

Data for Week 34 is based on Overnights (Live + As Live viewing). Year-to-date figures reflect Weeks 7 – 34, 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. Highest Talkin' 'bout Your Generation audience is based on Weeks 7-17 and Weeks 32-34, 2010, excluding Easter (Weeks 7-33: Consolidated, Week 34: Overnights).

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

- **Modern Family** (Sun) (39.4%)
- **Rules of Engagement** (Sun) (38.8%)
- **Talkin' 'bout Your Generation** (44.8%)
- **Offspring – Telemovie** (51.7%)
- **Undercover Boss** (43.5%)
- **Rush** (41.7%)

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

- **Modern Family** (Sun) (46.2%)
- **Rules of Engagement** (Sun) (45.1%)
- **Talkin' 'bout Your Generation** (49.1%)
- **Offspring - Telemovie** (57.3%)
- **Undercover Boss** (46.0%)
- **Good News Week** (39.5%)
- **The All New Simpsons Ep 1** (35.4%)
- **The Simpsons Wednesday** (38.6%)
- **Rush** (41.4%)
- **The Simpsons** (Mon – Fri) (38.5%)
- **Neighbours** (36.3%)
- **The 7pm Project** (36.7%)
- **Jamie Oliver's Food Revolution** (36.7%)

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

- **Modern Family** (Sun) (36.2%)
- **Rules of Engagement** (Sun) (36.5%)
- **Talkin' 'bout Your Generation** (42.5%)
- **Offspring - Telemovie** (49.4%)
- **Undercover Boss** (42.0%)
- **Rush** (42.8%)

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

- **Talkin' 'bout Your Generation** (36.0%)
- **Offspring – Telemovie** (37.9%)
- **Undercover Boss** (37.6%)
- **Rush** (39.3%)

## News and Daytime

- **TEN News at Five** won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (52.0%), 16-39 (57.7%), 25-54 (49.5%) and total people (43.0%); 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 177k

## Sport on TEN

- **AFL: St Kilda v Richmond** won its timeslot in total people in Melbourne (68.7%) and Adelaide (59.1%)
- **AFL: Collingwood v Adelaide Crows** won its timeslot in total people in Adelaide (54.9%)
- **AFL: Hawthorn v Fremantle** won its timeslot in total people in Perth (70.3%)

## Top 20 programs (18-49)

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

## Top 20 programs (16-39)

	Program	Network
1	<b>TALKIN' 'BOUT YOUR GENERATION</b>	<b>TEN</b>
2	PACKED TO THE RAFTERS	7
3	GRUEN NATION-EV	ABC1
4	<b>OFFSPRING - TELEMOVIE</b>	<b>TEN</b>
5	TOP GEAR	9
6	<b>MODERN FAMILY</b>	<b>TEN</b>
7	YES WE CANBERRA!-LE	ABC1
8	<b>UNDERCOVER BOSS</b>	<b>TEN</b>
9	<b>MODERN FAMILY SUN</b>	<b>TEN</b>
10	<b>RULES OF ENGAGEMENT SUN</b>	<b>TEN</b>
11	SPICKS AND SPECKS-EV	ABC1
12	<b>THE SIMPSONS WED</b>	<b>TEN</b>
13	<b>RULES OF ENGAGEMENT</b>	<b>TEN</b>
14	HOW I MET YOUR MOTHER-THU (R)	7
15	THE FARMER WANTS A WIFE	9
16	HOW I MET YOUR MOTHER	7
17	60 MINUTES	9
18	<b>GOOD NEWS WEEK</b>	<b>TEN</b>
19	TWO AND A HALF MEN -MON	9
20	<b>RUSH</b>	<b>TEN</b>

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## Top 20 programs (25-54)

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

## Top 20 programs (Total People)

Rank	Program	Network
1	PACKED TO THE RAFTERS	7
2	SEVEN NEWS - SUN	7
3	GRUEN NATION-EV	ABC1
4	NINE NEWS SUNDAY	9
5	TALKIN' 'BOUT YOUR GENERATION	TEN
6	TODAY TONIGHT	7
7	SEVEN NEWS	7
8	WORLD'S STRICTEST PARENTS	7
9	DANCING WITH THE STARS	7
10	SPICKS AND SPECKS-EV	ABC1
11	MINUTE TO WIN IT	7
12	TOP GEAR	9
13	SUNDAY NIGHT	7
14	60 MINUTES	9
15	BETTER HOMES AND GARDENS	7
16	THE FARMER WANTS A WIFE	9
17	SEVEN NEWS - SAT	7
18	YES WE CANBERRA!-LE	ABC1
19	NINE NEWS	9
20	UNDERCOVER BOSS	TEN

## Week 34 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>32.3%</b>	<b>36.1%</b>	<b>30.7%</b>	<b>27.3%</b>
9	34.3%	32.4%	35.4%	34.7%
7	33.4%	31.5%	33.9%	38.0%

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

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>30.8%</b>	<b>34.4%</b>	<b>29.5%</b>	<b>26.6%</b>
9	35.1%	33.1%	36.1%	35.3%
7	34.1%	32.5%	34.4%	38.1%

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

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>32.4%</b>	<b>35.4%</b>	<b>31.2%</b>	<b>29.2%</b>
9	32.7%	31.0%	33.6%	33.1%
7	34.8%	33.6%	35.2%	37.7%

## 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>34.8%</b>	<b>37.5%</b>	<b>33.5%</b>	<b>30.2%</b>
9	33.4%	32.1%	34.1%	34.3%
7	31.7%	30.4%	32.4%	35.4%

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

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.7%</b>	<b>36.1%</b>	<b>32.5%</b>	<b>29.8%</b>
9	33.9%	32.7%	34.6%	34.8%
7	32.4%	31.2%	32.9%	35.4%

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

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>34.2%</b>	<b>36.1%</b>	<b>33.2%</b>	<b>31.2%</b>
9	32.9%	32.0%	33.4%	33.7%
7	32.9%	31.9%	33.4%	35.2%

## Free-to-air Share: Week 34 (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%	1.4%	0.6%	0.8%	25.3%	3.8%	23.1%	4.1%	18.2%	1.4%	4.4%	0.8%