



Primary 3-Station Commercial Share Highlights of Week 35 – TEN (Primary Channel)

- Year-to-date TEN is No.1 in 16-39 with 37.4%
- Year-to-date TEN is No. 1 in 18-49 with 34.7%
- Year-to-date TEN is No. 2 in 25-54 with 33.3%
- TEN won Sunday night prime-time in all key demographics: 18-49 (38.5%), 16-39 (44.9%) and 25-54 (35.3%)
- TEN won Monday night prime-time in all key demographics: 18-49 (38.1%), 16-39 (42.8%) and 25-54 (35.8%)
- **Modern Family** (Sun) won its timeslot in all key demographics: 18-49 (38.1%), 16-39 (45.5%) and 25-54 (35.2%)
- **Rules of Engagement** (Sun) won its timeslot in 18-49 (34.9%) and 16-39 (40.6%)
- **Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (38.8%), 16-39 (44.1%) and 25-54 (36.8%) – 1.23 million viewers
- **Offspring** won its timeslot in all key demographics: 18-49 (46.1%), 16-39 (52.6%) and 25-54 (42.1%) - 1.08 million viewers (Sunday's top program in all key demographics)
- **Married Single Other** won its timeslot in all key demographics: 18-49 (42.4%), 16-39 (47.6%) and 25-54 (37.6%)
- **Undercover Boss** won its timeslot in all key demographics: 18-49 (45.4%), 16-39 (47.8%) and 25-54 (44.1%) and total people (39.8%) - 1.31 million viewers (Monday's top program in all key demographics)
- **Good News Week** won its timeslot in all key demographics: 18-49 (40.5%), 16-39 (45.3%) and 25-54 (38.5%) – 1.01 million viewers
- **Modern Family (Tues)** won its timeslot in 18-49 (39.7%) and 16-39 (44.3%) - 1.24 million viewers
- **The All New Simpsons** won its timeslot in 16-39 (36.7%)
- **Bondi Vet** won its timeslot in total people (37.6%) - 1.12 million viewers
- **Recruits** was watched by 1.05 million viewers

All ratings data must be sourced OzTAM:

Data for Week 35 is based on Overnights (Live + As Live viewing). Year-to-date figures reflect Weeks 7 – 35, 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.

WEEKLY RATINGS WRAP



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

- **Modern Family** (Sun) (38.1%)
- **Rules of Engagement** (Sun) (34.9%)
- **Talkin' 'bout Your Generation** (38.8%)
- **Offspring** (46.1%)
- **Married Single Other** (42.4%)
- **Undercover Boss** (45.4%)
- **Good News Week** (40.5%)
- **Modern Family** (Tues) (39.7%)
- **The 7pm Project** (35.1%)

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

- **Modern Family** (Sun) (45.5%)
- **Rules of Engagement** (Sun) (40.6%)
- **Talkin' 'bout Your Generation** (44.1%)
- **Offspring** (52.6%)
- **Married Single Other** (47.6%)
- **Undercover Boss** (47.8%)
- **Good News Week** (45.3%)
- **Modern Family** (Tues) (44.3%)
- **The All New Simpsons** (36.7%)
- **The Simpsons** (Mon – Fri) (38.2%)
- **Neighbours** (37.9%)
- **The 7pm Project** (37.5%)

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

- **Modern Family** (Sun) (35.2%)
- **Talkin' 'bout Your Generation** (36.8%)
- **Offspring** (42.1%)
- **Married Single Other** (37.6%)
- **Undercover Boss** (44.1%)
- **Good News Week** (38.5%)

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

- **Undercover Boss** (39.8%)
- **Bondi Vet** (37.6%)

News and Daytime

- **TEN News at Five** won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (55.1%), 16-39 (59.9%), 25-54 (52.3%) and total people (44.5%); Top daytime program YTD
- TEN is No. 1 in daytime with an average total audience YTD of 253k v Seven's 209k and Nine's 177k

Sport on TEN

- **AFL: Hawthorn v Collingwood** won its timeslot in total people in Sydney (46.7%), Melbourne (61.1%) and Brisbane (33.8%)
- **AFL: Western Bulldogs v Essendon** won its timeslot in total people in Adelaide (38.3%) and Melbourne (37.2%)
- **AFL: Adelaide Crows v St Kilda** won its timeslot in total people in Adelaide (49.8%)

Top 20 programs (18-49)

	Program	Network
1	SUCH IS LIFE: THE TROUBLED TIMES OF BEN COUSINS-WED	7
2	SUCH IS LIFE: THE TROUBLED TIMES OF BEN COUSINS-THU	7
3	PACKED TO THE RAFTERS	7
4	OFFSPRING	TEN
5	TOP GEAR	9
6	UNDERCOVER BOSS	TEN
7	MODERN FAMILY	TEN
8	THE GRUEN TRANSFER-EV	ABC1
9	TALKIN' 'BOUT YOUR GENERATION	TEN
10	NINE NEWS SUNDAY	9
11	GOOD NEWS WEEK	TEN
12	60 MINUTES	9
13	SPICKS AND SPECKS-EV	ABC1
14	WORLD'S STRICTEST PARENTS	7
15	YES WE CANBERRA!-LE	ABC1
16	MODERN FAMILY SUN	TEN
17	SUCH IS LIFE: PANEL DISCUSSION - BEFORE	7
18	SEVEN NEWS - SUN	7
19	HOW I MET YOUR MOTHER-EP.2	7
20	RULES OF ENGAGEMENT	TEN

Top 20 programs (16-39)

	Program	Network
1	SUCH IS LIFE: THE TROUBLED TIMES OF BEN COUSINS-WED	7
2	SUCH IS LIFE: THE TROUBLED TIMES OF BEN COUSINS-THU	7
3	PACKED TO THE RAFTERS	7
4	OFFSPRING	TEN
5	MODERN FAMILY	TEN
6	TALKIN' 'BOUT YOUR GENERATION	TEN
7	TOP GEAR	9
8	UNDERCOVER BOSS	TEN
9	THE GRUEN TRANSFER-EV	ABC1
10	GOOD NEWS WEEK	TEN
11	YES WE CANBERRA!-LE	ABC1
12	MODERN FAMILY SUN	TEN
13	HOW I MET YOUR MOTHER-EP.2	7
14	RULES OF ENGAGEMENT	TEN
15	SUCH IS LIFE: PANEL DISCUSSION - BEFORE	7
16	HOW I MET YOUR MOTHER	7
17	SPICKS AND SPECKS-EV	ABC1
18	THE SIMPSONS WED	TEN
19	WORLD'S STRICTEST PARENTS	7
20	60 MINUTES	9

WEEKLY RATINGS WRAP



Top 20 programs (25-54)

1	SUCH IS LIFE: THE TROUBLED TIMES OF BEN COUSINS-WED	7
2	SUCH IS LIFE: THE TROUBLED TIMES OF BEN COUSINS-THU	7
3	PACKED TO THE RAFTERS	7
4	TOP GEAR	9
5	OFFSPRING	TEN
6	NINE NEWS SUNDAY	9
7	UNDERCOVER BOSS	TEN
8	MODERN FAMILY	TEN
9	THE GRUEN TRANSFER-EV	ABC1
10	TALKIN' 'BOUT YOUR GENERATION	TEN
11	SPICKS AND SPECKS-EV	ABC1
12	SEVEN NEWS - SUN	7
13	60 MINUTES	9
14	YES WE CANBERRA!-LE	ABC1
15	WORLD'S STRICTEST PARENTS	7
16	GOOD NEWS WEEK	TEN
17	HOT PROPERTY	9
18	MODERN FAMILY SUN	TEN
19	TWO AND A HALF MEN -WED	9
20	SUCH IS LIFE: PANEL DISCUSSION - BEFORE	7

Top 20 programs (Total People)

	Program	Network
1	SUCH IS LIFE: THE TROUBLED TIMES OF BEN COUSINS-WED	7
2	PACKED TO THE RAFTERS	7
3	SUCH IS LIFE: THE TROUBLED TIMES OF BEN COUSINS-THU	7
4	SEVEN NEWS - SUN	7
5	NINE NEWS SUNDAY	9
6	SEVEN NEWS	7
7	TOP GEAR	9
8	WORLD'S STRICTEST PARENTS	7
9	TODAY TONIGHT	7
10	BETTER HOMES AND GARDENS	7
11	SUNDAY NIGHT	7
12	DANCING WITH THE STARS	7
13	THE GRUEN TRANSFER-EV	ABC1
14	SPICKS AND SPECKS-EV	ABC1
15	UNDERCOVER BOSS	TEN
16	60 MINUTES	9
17	NINE NEWS	9
18	SEVEN NEWS - SAT	7
19	MODERN FAMILY	TEN
20	RBT	9

Week 35 at a Glance:

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	30.6%	34.1%	28.8%	26.2%
9	31.7%	30.1%	33.1%	32.8%
7	37.7%	35.8%	38.0%	41.0%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	29.7%	33.0%	28.1%	25.8%
9	32.3%	30.7%	33.6%	33.2%
7	38.0%	36.3%	38.3%	41.0%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.0%	35.1%	30.6%	29.0%
9	30.9%	29.2%	32.0%	31.6%
7	37.1%	35.7%	37.4%	39.4%

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	34.7%	37.4%	33.3%	30.1%
9	33.4%	32.0%	34.0%	34.3%
7	32.0%	30.6%	32.6%	35.6%

Primary 3-station commercial share 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.5%	36.0%	32.4%	29.6%
9	33.9%	32.6%	34.5%	34.7%
7	32.6%	31.4%	33.1%	35.6%

Primary 3-station commercial share 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.1%	36.1%	33.1%	31.1%
9	32.8%	31.9%	33.3%	33.6%
7	33.1%	32.0%	33.6%	35.3%

Free-to-air Share: Week 35 (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
15.5%	1.6%	0.6%	0.6%	28.0%	3.6%	22.4%	3.8%	17.9%	0.9%	4.4%	0.6%