



## Primary 3-Station Commercial Share Highlights of Week 38 – TEN (Primary Channel)

- TEN won Week 38 in 16-39, finishing the week on 36.0%; Year-to-date TEN is No.1 in 16-39 with 37.2%
- TEN finished Week 38 in second spot on 32.6%; Year-to-date TEN is No. 1 in 18-49 with 34.4%
- Year-to-date TEN is No. 2 in 25-54 with 33.1%
- TEN won Sunday night prime-time in all key demographics: 18-49 (41.1%), 16-39 (44.3%), 25-54 (39.0%) and total people (35.6%).
- TEN won Monday night prime-time in 16-39 (38.3%)
- TEN won Tuesday night prime-time in 16-39 (34.1%)
- TEN won Thursday night prime-time in 16-39 (38.4%)
- **Modern Family** won its timeslot in all key demographics: 18-49 (45.4%), 16-39 (50.6%), 25-54 (42.6%) and total people (35.5%) - 1.36 million viewers
- The series premiere of **Junior MasterChef Australia** won its timeslot in all key demographics: 18-49 (54.4%), 16-39 (57.5%) and 25-54 (52.7%) and total people (51.4%) – 2.20 million viewers
- **Offspring** won its timeslot in all key demographics: 18-49 (42.7%), 16-39 (44.3%), 25-54 (41.1%) and total people (37.8%) - 1.16 million viewers
- **Good News Week** won its timeslot in all key demographics: 18-49 (39.9%), 16-39 (43.9%) and 25-54 (37.7%) (Monday's top program in 18-49 and 16-39)
- **Talkin' 'bout Your Generation** won its timeslot in 16-39 (41.2%) and total people (37.7%) - 1.37 million viewers
- **The All New Simpsons Ep 1** won its timeslot in 16-39 (39.7%)
- **The All New Simpsons Ep 2** won its timeslot in 18-49 (34.6%) and 16-39 (41.1%)
- **Bondi Vet** won its timeslot in all key demographics: 18-49 (38.4%), 16-39 (42.0%), 25-54 (38.9%) and total people (39.4%) - 1.08 million viewers
- **Recruits** won its timeslot in 16-39 (38.5%)
- **Rush** won its timeslot in 16-39 (41.8%)

### All ratings data must be sourced OzTAM:

Data for Week 38 is based on Overnights (Live + As Live viewing). Year-to-date figures reflect Weeks 7 – 38, 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** (45.4%)
- **Junior MasterChef Australia – Launch** (54.4%)
- **Offspring** (42.7%)
- **Good News Week** (39.9%)
- **The All New Simpsons Ep 2** (34.6%)
- **Bondi Vet** (38.4%)

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

- **Modern Family** (50.6%)
- **Junior MasterChef Australia – Launch** (57.5%)
- **Offspring** (44.3%)
- **Good News Week** (43.9%)
- **Talkin' 'bout Your Generation** (41.2%)
- **The All New Simpsons Ep 1** (39.7%)
- **The All New Simpsons Ep 2** (41.1%)
- **Bondi Vet** (42.0%)
- **Recruits** (38.5%)
- **Rush** (41.8%)
- **The Simpsons** (Mon – Fri) (39.5%)
- **Neighbours** (38.0%)
- **The 7pm Project** (37.9%)

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

- **Modern Family** (42.6%)
- **Junior MasterChef Australia – Launch** (52.7%)
- **Offspring** (41.1%)
- **Good News Week** (37.7%)
- **Bondi Vet** (38.9%)

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

- **Modern Family** (35.5%)
- **Junior MasterChef Australia – Launch** (51.4%)
- **Offspring** (37.8%)
- **Talkin' 'bout Your Generation** (37.7%)
- **Bondi Vet** (39.4%)

## News and Daytime

- **TEN News at Five** won its 5-6pm Monday-Friday timeslot in all key demographics: 18-49 (56.5%), 16-39 (59.7%), 25-54 (55.1%) and total people (45.2%); Top daytime program YTD
- TEN is No. 1 in daytime with an average total audience YTD of 252k v Seven's 209k and Nine's 175k

## Sport on TEN

- **AFL: 2<sup>nd</sup> Preliminary Final – St Kilda v Western Bulldogs** won its timeslot in total people in Melbourne (63.4%), Adelaide (49.8%) and Perth (57.0%); Across TEN and ONE **AFL: 2<sup>nd</sup> Preliminary Final – St Kilda v Western Bulldogs** averaged 1.17 million viewers

## Top 20 programs (18-49)

	Program	Network
1	<b>JUNIOR MASTERCHEF AUSTRALIA - LAUNCH</b>	<b>TEN</b>
2	PACKED TO THE RAFTERS	7
3	<b>MODERN FAMILY SUN</b>	<b>TEN</b>
4	<b>OFFSPRING</b>	<b>TEN</b>
5	TOP GEAR	9
6	THE FARMER WANTS A WIFE	9
7	THE GRUEN TRANSFER-EV	ABC1
8	<b>TALKIN' 'BOUT YOUR GENERATION TUES</b>	<b>TEN</b>
9	NINE NEWS SUNDAY	9
10	SPICKS AND SPECKS-EV	ABC1
11	RBT	9
12	<b>SEVEN'S AFL: PRELIMINARY FINAL 1: COLLINGWOOD VS GEELONG</b>	<b>7</b>
13	<b>GOOD NEWS WEEK</b>	<b>TEN</b>
14	THE X FACTOR-MON	7
15	SEVEN NEWS - SUN	7
16	CRIMINAL MINDS-MON	7
17	HOT PURSUIT	9
18	TWO AND A HALF MEN -WED	9
19	<b>THE ALL NEW SIMPSONS EP 2</b>	<b>TEN</b>
20	<b>MODERN FAMILY SUN RPT</b>	<b>TEN</b>

## Top 20 programs (16-39)

	Program	Network
1	<b>JUNIOR MASTERCHEF AUSTRALIA - LAUNCH</b>	<b>TEN</b>
2	<b>MODERN FAMILY SUN</b>	<b>TEN</b>
3	PACKED TO THE RAFTERS	7
4	<b>OFFSPRING</b>	<b>TEN</b>
5	<b>TALKIN' 'BOUT YOUR GENERATION TUES</b>	<b>TEN</b>
6	TOP GEAR	9
7	THE GRUEN TRANSFER-EV	ABC1
8	THE FARMER WANTS A WIFE	9
9	<b>THE ALL NEW SIMPSONS EP 2</b>	<b>TEN</b>
10	<b>GOOD NEWS WEEK</b>	<b>TEN</b>
11	<b>MODERN FAMILY SUN RPT</b>	<b>TEN</b>
12	<b>THE ALL NEW SIMPSONS</b>	<b>TEN</b>
13	SEVEN'S AFL: PRELIMINARY FINAL 1: COLLINGWOOD VS GEELONG	7
14	SPICKS AND SPECKS-EV	ABC1
15	THE X FACTOR-MON	7
16	PARENTHOOD	7
17	IRON MAN	9
18	RBT	9
19	THE X FACTOR-SUN	7
20	CRIMINAL MINDS-MON	7

# WEEKLY RATINGS WRAP



## Top 20 programs (25-54)

Rank	Program	Network
1	JUNIOR MASTERCHEF AUSTRALIA - LAUNCH	TEN
2	PACKED TO THE RAFTERS	7
3	THE GRUEN TRANSFER-EV	ABC1
4	THE FARMER WANTS A WIFE	9
5	TOP GEAR	9
6	MODERN FAMILY SUN	TEN
7	OFFSPRING	TEN
8	TALKIN' 'BOUT YOUR GENERATION TUES	TEN
9	NINE NEWS SUNDAY	9
10	SPICKS AND SPECKS-EV	ABC1
11	SEVEN NEWS - SUN	7
12	SEVEN'S AFL: PRELIMINARY FINAL 1: COLLINGWOOD VS GEELONG	7
13	RBT	9
14	THE X FACTOR-MON	7
15	TWO AND A HALF MEN -WED	9
16	CRIMINAL MINDS-MON	7
17	HOT PURSUIT	9
18	GOOD NEWS WEEK	TEN
19	HOT PROPERTY	9
20	TWO AND A HALF MEN -MON	9

## Top 20 programs (Total People)

Rank	Program	Network
1	JUNIOR MASTERCHEF AUSTRALIA - LAUNCH	TEN
2	PACKED TO THE RAFTERS	7
3	SEVEN NEWS - SUN	7
4	NINE NEWS SUNDAY	9
5	THE FARMER WANTS A WIFE	9
6	MIDSOMER MURDERS-SU	ABC1
7	THE GRUEN TRANSFER-EV	ABC1
8	RBT	9
9	SEVEN NEWS	7
10	TALKIN' 'BOUT YOUR GENERATION TUES	TEN
11	MODERN FAMILY SUN	TEN
12	SEVEN'S AFL: PRELIMINARY FINAL 1: COLLINGWOOD VS GEELONG	7
13	TOP GEAR	9
14	TODAY TONIGHT	7
15	SPICKS AND SPECKS-EV	ABC1
16	SEVEN NEWS - SAT	7
17	HOT PURSUIT	9
18	THE X FACTOR-MON	7
19	CRIMINAL MINDS-MON	7
20	NINE NEWS	9

## Week 38 at a Glance:

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.6%	36.0%	31.1%	28.7%
9	34.9%	33.4%	35.8%	35.3%
7	32.5%	30.6%	33.1%	36.0%

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.4%	34.4%	30.1%	28.1%
9	35.7%	34.3%	36.5%	35.8%
7	33.0%	31.3%	33.5%	36.1%

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.2%	35.9%	31.9%	30.1%
9	33.7%	32.5%	34.5%	34.1%
7	33.1%	31.6%	33.6%	35.8%

## 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
TEN	34.4%	37.2%	33.1%	29.9%
9	33.5%	32.1%	34.2%	34.3%
7	32.1%	30.7%	32.8%	35.8%

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.3%	35.8%	32.1%	29.4%
9	34.0%	32.7%	34.7%	34.8%
7	32.7%	31.5%	33.2%	35.8%

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

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.9%	36.0%	32.9%	30.9%
9	32.8%	31.9%	33.4%	33.6%
7	33.2%	32.1%	33.7%	35.5%

## Free-to-air Share: Week 38 (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
15.1%	1.6%	0.6%	0.4%	24.5%	3.5%	24.0%	4.0%	19.6%	1.5%	4.6%	0.6%