



Network Ten's Half Year Ratings Wrap Up

OzTAM Survey Periods 1 – 5, 2011 (Weeks 7 – 28)

10 July 2011

Network Ten Total (TEN+ONE+ELEVEN):

- Network Ten's 3-channel line-up (TEN+ONE+ELEVEN) is No. 2 in 18-49 with 32.8% share; **up 1.9% year-on-year**
- Network Ten's 3-channel line-up (TEN+ONE+ELEVEN) is No. 2 in 16-39 with 34.7% share; **up 1.0% year-on-year**
- Network Ten's 3-channel line-up (TEN+ONE+ELEVEN) is No. 3 in 25-54 with 31.8% share; **up 2.1% year-on-year**
- Network Ten's 3-channel line-up (TEN+ONE+ELEVEN) is No. 3 in total people with 28.5% share; **up 0.7% year-on-year**

TEN'S CHIEF PROGRAMMING OFFICER, DAVID MOTT:

"2011 has been a significant year for Network Ten with the launch of ELEVEN, the reshaping of ONE and the evolution of TEN into a destination for family entertainment. The first half of the ratings survey has been about growing Network Ten's commercial share through our complementary 3-channel platform. The combination of TEN, ONE and ELEVEN has served us well and positioned the Network for modest growth in both our audience and commercial share.

At the half way point of the survey year, our primary channel, TEN, has cemented its position as a competitive force in the key advertising demographics. TEN currently sits in second place in its target demographic of 18-49 and is poised to finish the year strongly with an exciting second half line-up.

This year, our digital multi-channels have had a significant and sustained impact on the Network's combined commercial share. In January, ELEVEN launched to a positive reception and in just six short months it has established itself as the No. 1 digital multi-channel in 16-39. From the get-go, ELEVEN's line-up of **Neighbours**, **Supernatural**, **Futurama** and **The Simpsons** has resonated with younger viewers.

The decision to refocus **ONE** from an all-sports offering to a male skewing general entertainment channel has also paid off. The addition of premium factual series, HD movies, as well as action and adventure programming has had an immediate and significant impact, lifting ONE's ratings by 107% over the last nine weeks.

We are well positioned heading into the second half of the year with the final weeks of **MasterChef Australia** and more first run episodes of **Offspring** still to come. We also have two fantastic new series from Shine with **The Renovators** and **Class Of**, as well as the second season of **Junior MasterChef**, brand new **Rush** and more first run **Undercover Boss**, **Modern Family**, **Glee** and **NCIS**. In October, we will proudly conclude a decade of AFL coverage with the **2011 AFL Grand Final**.

On ELEVEN, we have more episodes of the new US series, **Wilfred** to look forward to, as well as all new **Star Trek: The Next Generation**, **Being Human** and **The Glee Project**. On ONE, viewers can look forward to the second season of **Sons of Anarchy**, **Twister Sisters**, brand new **Fear Factor**, **Breaking Out**, as well as all 192 episodes of the Emmy Award winning **24**, starting Kiefer Sutherland as Agent Jack Bauer.

And for motorsports fans, there are the remaining rounds of the **2011 Formula One Championship** season and all the action of the **MotoGP** still to come. This strengthened line-up of domestic and international programming puts us in a strong position to deliver in the second half of 2011."



TEN (Primary Channel):

- Year-to-date **TEN is No. 2** in its target demographic of **18-49** (24.3%)
- **TEN** takes third place in 25-54 (23.8%) by a narrow 0.1% margin
- Year-to-date **TEN** remains **No. 1** in **daytime** (30.2%)
- TEN's line-up of 'big event' TV delivers ratings success:
 - **The Biggest Loser** averaged **1.05 million** viewers (up 27% year-on-year)
 - **The Biggest Loser Families – Finale Night** averaged **1.76 million** viewers
 - **The Biggest Loser Families – The Winner Announced** averaged **1.67 million** viewers
 - **MasterChef Australia** launched with **1.60 million** viewers
 - **MasterChef Australia – Sunday** is averaging **1.54 million** viewers
 - **MasterChef Australia** (Mon – Thurs) is averaging **1.62 million** viewers
- TEN serves up a line-up of local winners:
 - **The 7pm Project** is averaging **770,000** viewers
 - **Can of Worms** launched at **924,000** viewers
 - **Talkin' 'bout Your Generation** averaged **980,000** viewers
 - **Bondi Rescue** averaged **991,000** viewers
 - **Offspring** is averaging **1.06 million** viewers
 - **Bondi Vet** is averaging **1.10 million** viewers
 - **The Circle** is up 22% year-on-year and is a timeslot winner in Grocery Buyers with Children
- TEN delivers a line-up of international hits:
 - **Merlin** is averaging **947,000** viewers
 - The prime-time broadcast of the final three episodes of **The Oprah Winfrey Show** averaged **1.01 million** viewers
 - **Glee** averaged **1.10 million** viewers
 - **Modern Family** averaged **1.14 million** viewers
 - First run **NCIS** is the No. 1 US drama on Australian television with an average audience of **1.24 million** viewers



Top 20 Programs (Total People)

	Program	Network	Audience
1	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 3RD - MATCH	9	2,475,000
2	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 1ST - MATCH	9	2,245,000
3	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	2,165,000
4	MY KITCHEN RULES-WINNER ANNOUNCED	7	2,127,000
5	PACKED TO THE RAFTERS	7	1,953,000
6	DOWNTON ABBEY	7	1,894,000
7	AUSTRALIA'S GOT TALENT-TUE	7	1,829,000
8	MY KITCHEN RULES-GRAND FINAL	7	1,781,000
9	THE BIGGEST LOSER FAMILIES - FINALE NIGHT	TEN	1,757,000
10	MASTERCHEF AUSTRALIA - TOP 50 MON	TEN	1,686,000
11	MASTERCHEF AUSTRALIA MON	TEN	1,682,000
12	THE BIGGEST LOSER FAMILIES - THE WINNER ANNOUNCED	TEN	1,666,000
13	MASTERCHEF AUSTRALIA - TOP 50 THURS	TEN	1,657,000
14	MASTERCHEF AUSTRALIA - TOP 50 TUES	TEN	1,626,000
15	MASTERCHEF AUSTRALIA WED	TEN	1,616,000
16	MASTERCHEF AUSTRALIA THURS	TEN	1,599,000
17	MASTERCHEF AUSTRALIA - LAUNCH	TEN	1,596,000
18	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 3RD - POST MATCH	9	1,569,000
19	MY KITCHEN RULES-TUE	7	1,558,000
20	MASTERCHEF AUSTRALIA - TOP 50 WED	TEN	1,545,000

Top 20 Programs (18-49)

	Program	Network	Audience
1	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 3RD - MATCH	9	1,244,000
2	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 1ST - MATCH	9	1,191,000
3	THE BIGGEST LOSER FAMILIES - THE WINNER ANNOUNCED	TEN	1,057,000
4	THE BIGGEST LOSER FAMILIES - FINALE NIGHT	TEN	1,055,000
5	MY KITCHEN RULES-WINNER ANNOUNCED	7	1,044,000
6	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	1,027,000
7	MASTERCHEF AUSTRALIA - TOP 50 MON	TEN	933,000
8	PACKED TO THE RAFTERS	7	933,000
9	MASTERCHEF AUSTRALIA - LAUNCH	TEN	910,000
10	MASTERCHEF AUSTRALIA - TOP 50 TUES	TEN	906,000
11	MASTERCHEF AUSTRALIA MON	TEN	905,000
12	MASTERCHEF AUSTRALIA - TOP 50 THURS	TEN	872,000
13	MASTERCHEF AUSTRALIA - TOP 50 WED	TEN	871,000
14	MASTERCHEF AUSTRALIA - TOP 24 REVEALED	TEN	867,000
15	MASTERCHEF AUSTRALIA SUN	TEN	866,000
16	MY KITCHEN RULES-GRAND FINAL	7	863,000
17	MASTERCHEF AUSTRALIA WED	TEN	859,000
18	WINNERS & LOSERS-EP.2	7	839,000
19	MASTERCHEF AUSTRALIA THURS	TEN	827,000
20	MASTERCHEF AUSTRALIA TUES	TEN	810,000



Top 20 Programs (16-39)

	Program	Network	Audience
1	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 3RD - MATCH	9	855,000
2	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 1ST - MATCH	9	844,000
3	THE BIGGEST LOSER FAMILIES - FINALE NIGHT	TEN	756,000
4	THE BIGGEST LOSER FAMILIES - THE WINNER ANNOUNCED	TEN	756,000
5	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	695,000
6	MY KITCHEN RULES-WINNER ANNOUNCED	7	691,000
7	MASTERCHEF AUSTRALIA - TOP 50 TUES	TEN	689,000
8	MASTERCHEF AUSTRALIA - TOP 50 MON	TEN	653,000
9	MASTERCHEF AUSTRALIA - LAUNCH	TEN	645,000
10	MASTERCHEF AUSTRALIA - TOP 24 REVEALED	TEN	643,000
11	PACKED TO THE RAFTERS	7	642,000
12	MASTERCHEF AUSTRALIA MON	TEN	641,000
13	MASTERCHEF AUSTRALIA SUN	TEN	629,000
14	MASTERCHEF AUSTRALIA - TOP 50 THURS	TEN	623,000
15	MASTERCHEF AUSTRALIA - TOP 50 WED	TEN	619,000
16	MASTERCHEF AUSTRALIA WED	TEN	604,000
17	MASTERCHEF AUSTRALIA TUES	TEN	584,000
18	WINNERS & LOSERS-EP.2	7	584,000
19	MY KITCHEN RULES-GRAND FINAL	7	576,000
20	MASTERCHEF AUSTRALIA THURS	TEN	574,000

Top 20 Programs (25-54)

	Program	Network	Audience
1	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 3RD - MATCH	9	1,231,000
2	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 1ST - MATCH	9	1,158,000
3	MY KITCHEN RULES-WINNER ANNOUNCED	7	1,089,000
4	THE BIGGEST LOSER FAMILIES - THE WINNER ANNOUNCED	TEN	1,065,000
5	THE BIGGEST LOSER FAMILIES - FINALE NIGHT	TEN	1,051,000
6	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	1,051,000
7	PACKED TO THE RAFTERS	7	979,000
8	MASTERCHEF AUSTRALIA - TOP 50 MON	TEN	944,000
9	MASTERCHEF AUSTRALIA MON	TEN	912,000
10	MASTERCHEF AUSTRALIA - TOP 50 TUES	TEN	909,000
11	MASTERCHEF AUSTRALIA - LAUNCH	TEN	906,000
12	MY KITCHEN RULES-GRAND FINAL	7	888,000
13	MASTERCHEF AUSTRALIA - TOP 50 THURS	TEN	873,000
14	MASTERCHEF AUSTRALIA SUN	TEN	871,000
15	MASTERCHEF AUSTRALIA WED	TEN	870,000
16	MASTERCHEF AUSTRALIA - TOP 50 WED	TEN	866,000
17	UNDERBELLY FILES: TELL THEM LUCIFER WAS HERE	9	862,000
18	WINNERS & LOSERS-EP.2	7	855,000
19	MASTERCHEF AUSTRALIA THURS	TEN	846,000
20	MASTERCHEF AUSTRALIA - TOP 24 REVEALED	TEN	829,000



ONE (Digital Multi-channel):

- Since its re-launch on May 8, **ONE's** audience is up **107%**
- Since re-launch **ONE** has achieved a commercial share of **5.1%** in its target demographic of **Men 25-54**
- Since re-launch, **ONE** has achieved an average commercial share of **3.0%** in **total people**, already **+0.5%** above its stated commercial share aspiration
- **An Idiot Abroad** is ONE's highest rating general entertainment program, averaging 257,000 viewers

Top 20 Programs (ONE)

	Program	Audience
1	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2011 - RACE	428,000
2	AN IDIOT ABROAD	257,000
3	FIA FORMULA ONE WORLD CHAMPIONSHIP 2011	250,000
4	THURSDAY NIGHT AFL	217,000
5	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2011 - RACEDAY	206,000
6	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2011 - DAY 2 EXCL TO ONE	203,000
7	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2011 - DAY 2	189,000
8	FIA FORMULA ONE WORLD CHAMPIONSHIP 2011 - PRE-RACE	186,000
9	ONE AT THE MOVIES: THE CHRONICLES OF RIDDICK	185,000
10	ONE AT THE MOVIES: TRUE LIES	182,000
11	SONS OF ANARCHY	178,000
12	ONE AT THE MOVIES: SPEED	177,000
13	2011 NAB CUP - CARLTON V COLLINGWOOD	177,000
14	SATURDAY NIGHT AFL	174,000
15	ONE AT THE MOVIES: THE GENERAL'S DAUGHTER	173,000
16	MONDAY AFTERNOON AFL	171,000
17	SONS OF ANARCHY EP 2	169,000
18	2011 MOTOGP	158,000
19	ONE AT THE MOVIES: APOLLO 13	157,000
20	COPS: ADULTS ONLY	155,000

ELEVEN (Digital Multi-channel):

- **ELEVEN** has an average commercial share of **4.3%** in **total people**
- **ELEVEN** is the No. 1 digital multi-channel in its target demographic of **16-39** with a **6.7%** commercial share
- **Neighbours** is the top program on digital multi-channels 82 nights out of 100 weeknights this year.

Top 20 Programs (ELEVEN)

	Program	Audience
1	NEIGHBOURS	352,000
2	ALL NEW FUTURAMA	227,000
3	SUPERNATURAL EP 2	225,000
4	FLYING HIGH! (AKA: AIRPLANE!)	220,000
5	NAKED GUN 2 1/2: THE SMELL OF FEAR RPT	210,000
6	ME, MYSELF & IRENE	209,000
7	THE ALL NEW SIMPSONS	209,000
8	SUPERNATURAL	208,000
9	WILFRED	200,000
10	LADY GAGA PRESENTS THE MONSTER BALL TOUR	200,000
11	ALIEN RESURRECTION	192,000
12	THE SIMPSONS WED	190,000
13	ALIENS	190,000
14	FUTURAMA WED RPT	188,000
15	STARGATE UNIVERSE	185,000
16	THE SIMPSONS THURS	184,000
17	FUTURAMA WED EP 2 RPT	175,000
18	ALIEN 3	174,000
19	FUTURAMA WED	172,000
20	EVERYBODY LOVES RAYMOND	168,000



2010 v 2011 Commercial Shares: 6pm-10.30pm

Year	Demo	Network Ten Totals	Nine Network Totals	Seven Network Totals
2010	18-49	32.2%	35.7%	32.0%
2011	18-49	32.8%	31.3%	35.8%
+/-		+1.9 %	-12.3 %	+11.9 %
2010	16-39	34.4%	35.0%	30.6%
2011	16-39	34.7%	30.2%	35.1%
+/-		+1.0 %	-13.7 %	+14.5 %
2010	25-54	31.1%	36.0%	32.9%
2011	25-54	31.8%	32.2%	36.0%
+/-		+2.1 %	-10.4 %	+9.3 %
2010	Ttl Ppl	28.3%	35.6%	36.1%
2011	Ttl Ppl	28.5%	32.1%	39.4%
+/-		+0.7 %	-9.8 %	+9.1 %

2010 v 2011 Commercial Shares: 6pm-midnight

Year	Demo	Network Ten Totals	Nine Network Totals	Seven Network Totals
2010	18-49	31.3%	36.2%	32.5%
2011	18-49	31.6%	32.4%	36.1%
+/-		+0.9 %	-10.5 %	+10.8 %
2010	16-39	33.2%	35.4%	31.3%
2011	16-39	33.3%	31.4%	35.3%
+/-		+0.2 %	-11.5 %	+12.8 %
2010	25-54	30.3%	36.4%	33.3%
2011	25-54	30.6%	33.2%	36.2%
+/-		+1.1 %	-8.8 %	+8.6 %
2010	Ttl Ppl	27.9%	36.0%	36.1%
2011	Ttl Ppl	27.8%	32.8%	39.3%
+/-		-0.4 %	-8.7 %	+9.0 %

Commercial Shares: 6pm-10.30pm (Zone 1)

Network	18-49	25-54	Ttl Ppl
TEN	24.3%	23.8%	21.9%
9	22.6%	23.9%	24.4%
7	27.7%	28.1%	30.0%
Total Commercial Multi-Channels	25.4%	24.2%	23.6%

Commercial Shares: 6pm-midnight

Network	18-49	25-54	Ttl Ppl
TEN	23.0%	22.7%	21.2%
9	22.6%	23.9%	24.3%
7	27.5%	27.8%	29.5%
Total Commercial Multi-Channels	26.9%	25.6%	25.0%

Free-to-air Shares: (6pm-10.30pm – Zone 1)

ABC				Seven Network			Nine Network			Network Ten			SBS	
ABC1	ABC2	ABC3	ABC News 24	7	7TWO	7mate	9	GO!	Gem	TEN	ONE	ELEVEN	SBS ONE	SBS TWO
12.7%	2.0%	0.7%	0.6%	23.7%	4.2%	3.1%	19.3%	3.5%	2.5%	17.3%	1.8%	3.4%	4.5%	0.7%

All ratings data must be sourced OzTAM:

All data is based on Weeks 7 – 28, 2011 v 2010 (excluding Easter), unless otherwise specified. 2011 figures are Consolidated, except for Sat of Week 27 and all of Week 28, which are Overnights. All 2010 data is Consolidated. Unless otherwise stated, all share / audience figures relate to metro (5 mainland capital cities) 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 is based on Seven, Nine, TEN and the commercial free-to-air digital multi-channels. Free-to-air share is based on each network's primary and digital channels. Network Totals are the combination of Network Ten (TEN + ONE + ELEVEN), Seven Network (Seven + 7TWO + 7mate) and Nine Network (Nine + GO! + Gem).

The Biggest Loser series average includes all first run episodes (excluding Easter). Audience gains are based on Weeks 6-17, 2010 v Weeks 6-19, 2011 (excluding Easter). One relaunched on 8 May 2011 (Week 20).

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