

## TEN LAUNCHES HOT NEW SUNDAY LINE-UP

31 January 2011

Last night, TEN kicked off the final week of the summer survey with a taste of its competitive new Sunday night line-up. The new line-up took TEN to a Sunday night prime-time win in all key demographics: 18-49 (30.7%), 16-39 (32.1%) and 25-54 (30.2%). In a night dominated by sport, TEN offered an entertaining alternative with the premiere of its new Sunday night regulars: **The Biggest Loser Families**, all new **Modern Family**, hot new cop drama **Hawaii Five-O**, and new season **NCIS: Los Angeles**.

At 6:30 pm, **The Biggest Loser Families – Launch** premiered with a peak audience of 1.79 million viewers. An average audience of 1.36 million viewers tuned in across the hour. **The Biggest Loser Families – Launch** dominated its timeslot in all key demographics and total people (33.1%) and was Sunday's top program in all key demographics.

### The Biggest Loser Families - Launch (18:31 – 19:32)

5 Metro Markets	TEN	Nine	Seven	Total Commercial Digital Channels
18-49 CSHR	45.7%	27.7%	13.4%	13.1%
16-39 CSHR	50.5%	24.9%	12.8%	11.9%
25-54 CSHR	43.0%	29.2%	13.3%	14.4%
Total People Audience	1.36 M	1.35 M	760 k	630 K

A double helping of all new **Modern Family** delivered a peak audience of 1.39 million viewers (episode 1) and 1.47 million viewers (episode 2). Both episodes dominated their timeslots in all key demographics and drew an average audience of 1.18 million viewers and 1.20 million viewers respectively.

### Modern Family – Ep 1 (19:32 – 20:03)

5 Metro Markets	TEN	Nine	Seven	Total Commercial Digital Channels
18-49 CSHR	32.9%	26.2%	23.0%	17.9%
16-39 CSHR	34.0%	25.4%	23.8%	16.8%
25-54 CSHR	31.6%	26.5%	23.2%	18.8%
Total People Audience	1.18 M	1.31 M	1.28 M	825 K

### Modern Family – Ep 2 (20:03 – 20:32)

5 Metro Markets	TEN	Nine	Seven	Total Commercial Digital Channels
18-49 CSHR	31.3%	25.1%	24.2%	19.6%
16-39 CSHR	31.8%	24.5%	24.8%	18.8%
25-54 CSHR	30.2%	25.4%	25.0%	19.3%
Total People Audience	1.20 M	1.33 M	1.38 M	861 K

At 8:30 pm, TEN introduced a whole new generation to the action-packed cop drama, **Hawaii Five-O**. Peaking at 1.50 million viewers, the pilot episode drew an average audience of 1.25 million viewers across the hour and dominated its timeslot in all key demographics.

### Hawaii Five-O (20:32 – 21:37)

5 Metro Markets	TEN	Nine	Seven	Total Commercial Digital Channels
18-49 CSHR	<b>28.6%</b>	25.4%	25.4%	20.6%
16-39 CSHR	<b>28.5%</b>	25.6%	25.9%	19.9%
25-54 CSHR	<b>29.8%</b>	26.2%	25.0%	19.0%
Total People Audience	<b>1.25 M</b>	1.33 M	1.31 M	816 K

TEN's chief programming officer, David Mott, said: "We are delighted to start the year with an exciting new season of The Biggest Loser franchise. This year we've turned the format on its head with all new challenges, new trainers and of course all the drama that results from families living, working and training together.

"Last night's successful launches pave the way for a big week of brand new first run content. In 2011 TEN will deliver something for everyone, with more News and Current Affairs, the most loved and watched big event TV franchises on Australian television, award-winning comedies and some of the most highly anticipated new US drama series. And over the next few weeks, our viewers will welcome the return of proven Australian formats including Good News Week, Bondi Rescue and Talkin' 'bout Your Generation," Mr Mott said.

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Contact: Gabrielle Crittenden  
02 9650 1471



**Please note:** Any reference to or reporting of data in this release must be sourced OzTAM. All figures relate to metro (5 mainland capital cities). All data is based on Overnights (Live and As Live viewing), unless otherwise specified. Program ratings and rankings are based on OzTAM preliminary times and are subject to change with confirmed program logs. TEN programs are calculated on confirmed telecast times to the nearest minute. Commercial share is based on Seven, Nine, TEN and the commercial free-to-air digital multi-channels. Prime-time is 18:00 - 22:30.