

WEEKLY RATINGS WRAP



OzTAM survey period 2, week 4

29 March – 4 April 2009

Highlights of week 14*

- TEN won the week in 18-49 with a 34.5% share; also won the week in 16-39 with a 38.3% share
- Year-to-date, TEN has 32.8% share in 18-49 and 36.2% share in 16-39; No 1. Network in 16-39
- TEN won Sunday night in all key demos and total people, taking the top 2 shows in 18-49, 16-39 and 25-54
- **Australian Formula 1 Grand Prix Race** – 1.03m viewers
- **The Biggest Loser: Weigh In** won its timeslot in all key demographics: 18-49 (44.6%), 16-39 (50.2%) and 25-54 (41.8%) and total people (37.6%) - 1.42m viewers; biggest audience of the season so far
- **Dance Australia** (performance show) was Sunday's No.1 show in 18-49 and 16-39; won its timeslot in all key demos: 18-49 (42.1%), 16-39 (48.9%) and 25-54 (38.2%) and total people (34.8%) – 1.31m viewers
- **Rove** won its timeslot in all key demos: 18-49 (44.0%), 16-39 (50.1%) and 25-54 (39.5%) and total people (35.1%)
- **The Biggest Loser: Elimination** won its timeslot in all key demos: 18-49 (38.7%), 16-39 (40.7%) and 25-54 (36.8%) – 1.11m viewers; biggest Elimination audience of the season
- **Dance Australia – Results** – 1.03m viewers
- **Melbourne International Comedy Festival Gala** won its timeslot in 16-39 (41.2%) – 1.10m viewers
- Best Tuesday in total people and all key demographics for the year so far
- **Bondi Rescue** won its timeslot in all key demos 18-49 (46.1%), 16-39 (48.5%), 25-54 (44.6%) and total people (37.8%) - 1.50m viewers; biggest audience of the season; #1 show of Tuesday night in all key demos
- **NCIS** won its timeslot in all key demos 18-49 (41.0%), 16-39 (43.1%), 25-54 (38.9%) and total people (38.7%) - 1.55m viewers; biggest audience of the season
- **NCIS rpt** won its timeslot in all key demos 18-49 (41.6%), 16-39 (41.1%), 25-54 (39.3%) and total people (42.1%) - 1.34m viewers
- **Bondi Vet** won its timeslot in 16-39 (35.7%) - 1.01m viewers; biggest audience of the season
- **Law and Order: SVU** won its timeslot in total people (36.4%), beating Grey's Anatomy and Adults Only 20 to 1 – 1.21m viewers
- **The Biggest Loser** daily show won its timeslot in 18-49 (41.0%), 16-39 (44.0%) 25-54 (39.3%) and total people (34.6%)

Week 14 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.5%	38.3%	32.2%	29.8%
Nine	34.0%	32.8%	35.0%	34.6%
Seven	31.5%	28.9%	32.8%	35.6%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.0%	37.5%	31.9%	29.8%
Nine	34.3%	33.0%	35.3%	34.9%
Seven	31.7%	29.5%	32.8%	35.3%

Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.8%	36.2%	30.6%	28.0%
Nine	34.4%	33.5%	35.3%	35.0%
Seven	32.8%	30.3%	34.2%	37.0%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.2%	35.2%	30.2%	28.0%
Nine	34.9%	34.0%	35.7%	35.4%
Seven	32.9%	30.8%	34.1%	36.6%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.2%	35.8%	31.8%	30.3%
Nine	32.9%	32.5%	33.3%	33.2%
Seven	33.9%	31.8%	34.9%	36.5%

All ratings data: OzTAM

*Unless otherwise stated, all share/audience figures relate to metro (5 mainland capital cities) commercial primetime (Zone 1: 18:00-22:30, Sun-Sat) or daytime (09:00-18:00, Mon-Fri) share, excluding Easter.

Program performance and ranking information is based on OzTAM preliminary times and subject to change with confirmed program logs.

AFL figures represent the Network Ten combined audience (TEN and ONE HD). OzTAM figures for unique programming on ONE will be available from 12 April. All simulcast programming (TEN and ONE HD) will be reported solely as a combined number shown in TEN's ratings data. There will be no separate ratings data available for ONE HD when programming is simulcast with TEN.

WEEKLY RATINGS WRAP



OzTAM survey period 2, week 4 (continued)

29 March – 4 April 2009

Timeslot wins, 18-49 (CSHR)

- **The Biggest Loser: Weigh In** (44.6%); also won timeslot in 25-54 (41.8%) and total people (37.6%)
- **Dance Australia** (Performance Show) (42.1%); also won timeslot in 25-54 (38.2%) and total people (34.8%); Sunday's #1 show in 18-49
- **Rove** (44.0%); also won timeslot in 25-54 (39.5%) and total people (35.1%)
- **The Biggest Loser: Elimination** (38.7%); also won timeslot in 25-54 (36.8%)
- **Bondi Rescue** (46.1%); also won timeslot in 25-54 (44.6%) and total people (37.8%); Tuesday's #1 show in all key demos
- **NCIS** (41.0%); also won timeslot in 25-54 (38.9%) and total people (38.7%)
- **NCIS rpt** (41.6%); also won timeslot in 25-54 (39.3%) and total people (42.1%)
- **The All New Simpsons** (34.5%)
- **The Biggest Loser** (Tues – Fri) (41.0%); also won timeslot in 25-54 (39.3%) and total people (34.6%)

Timeslot wins, 16-39 (CSHR)

- **The Biggest Loser: Weigh In** (50.2%)
- **Dance Australia** (Performance Show) (48.9%); Sunday's #1 show in 16-39
- **Rove** (50.1%)
- **The Biggest Loser: Elimination** (40.7%)
- **Melbourne International Comedy Festival Gala** (41.2%)
- **Bondi Rescue** (48.5%)
- **NCIS** (43.1%)
- **NCIS rpt** (41.1%)
- **Bondi Vet** (35.7%)
- **The All New Simpsons** (42.5%)
- **The Simpsons Fri** (39.1%)
- **The Simpsons** (Mon – Fri) (37.0%)
- **Neighbours** (Mon – Fri) (38.0%)
- **The Biggest Loser** (Tues – Fri) (44.0%)

Sport Timeslot wins

- **Australian Formula 1 Grand Prix Race** won its timeslot in all key demographics: 18-49 (45.2%), 16-39 (49.8%), 25-54 (43.5%) and total people (38.0%) – audience of 1.03 m
- **Before the Game** won its timeslot in total people (36.5%) in Melbourne
- **AFL – Sydney v Hawthorn** won its timeslot in total people in Melbourne (45.4%) and Adelaide (37.8%)

Other Good News

- **TEN News at Five** won 5-6 pm Mon-Fri timeslot in all major demos: 18-49 (47.3%); 16-39 (51.3%), 25-54 (46.7%) and total people (43.5%)
- TEN remains the No.1 in daytime with average total audience YTD 285k vs Seven's 260k and Nine's 194k; Ten News at Five remains top regular daytime program for YTD.

Top 10 programs (18-49)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES	9
2	BONDI RESCUE	TEN
3	THE FARMER WANTS A WIFE	9
4	NCIS	TEN
5	SO YOU THINK YOU CAN DANCE AUSTRALIA	TEN
6	THE BIGGEST LOSER (AUS) - THE WEIGH-IN	TEN
7	MELBOURNE INTERNATIONAL COMEDY FESTIVAL GALA 2009	TEN
8	NCIS RPT	TEN
9	TWO AND A HALF MEN -EP1	9
10	THE FARMER WANTS A WIFE -REUNION	9

Top 10 programs (16-39)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES	9
2	SO YOU THINK YOU CAN DANCE AUSTRALIA	TEN
3	BONDI RESCUE	TEN
4	NCIS	TEN
5	THE FARMER WANTS A WIFE	9
6	MELBOURNE INTERNATIONAL COMEDY FESTIVAL GALA 2009	TEN
7	THE BIGGEST LOSER (AUS) - THE WEIGH-IN	TEN
8	TWO AND A HALF MEN -EP1	9
9	TWO AND A HALF MEN -EP2	9
10	NCIS RPT	TEN

Top 10 programs (25-54)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES	9
2	THE FARMER WANTS A WIFE	9
3	BONDI RESCUE	TEN
4	NCIS	TEN
5	THE BIGGEST LOSER (AUS) - THE WEIGH-IN	TEN
6	SO YOU THINK YOU CAN DANCE AUSTRALIA	TEN
7	CUSTOMS	9
8	TWO AND A HALF MEN -EP1	9
9	BORDER SECURITY - AUSTRALIA'S FRONT LINE	7
10	THE FARMER WANTS A WIFE -REUNION	9