

WEEKLY RATINGS WRAP



OzTAM survey period 3, week 1 (Week 17)

19 – 25 April 2009

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 29.8%.

TEN Highlights:

- TEN won the week in 16-39 with a 36.4% 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 16-39 and 18-49, taking the top 2 shows in 16-39
- The Biggest Loser: Weigh In** won its timeslot in all key demographics: 18-49 (40.7%), 16-39 (42.4%) and 25-54 (38.2%) - 1.20 viewers
- Dance Australia** (performance show) won its timeslot in 16-39 (38.1%) - 1.15m viewers
- Rove** won its timeslot in all key demographics: 18-49 (41.6%), 16-39 (46.9%) and 25-54 (38.0%)
- The Biggest Loser: Elimination** won its timeslot in all key demographics: 18-49 (39.7%), 16-39 (42.3%) and 25-54 (37.2%) - 1.12m viewers
- Bondi Rescue** won its timeslot in all key demos 18-49 (44.8%), 16-39 (47.7%), 25-54 (42.0%) - 1.32m viewers;
- Tuesday's **NCIS** rpt won its timeslot in all key demos 18-49 (39.2%), 16-39 (39.1%), 25-54 (39.7%) and total people (38.4%) - 1.38m viewers
- The All New Simpsons** won its timeslot in 18-49 (40.8%) and 16-39 (47.8%) – 1.07m viewers; Wednesday's #1 show in 16-39
- House** won its timeslot in 18-49 (37.9%) and 16-39 (43.8%)
- Bondi Vet** drew an audience of 1.01m viewers; biggest audience of the survey year
- Law and Order: SVU** won its timeslot in total people (36.0%) - 1.12m viewers
- The Biggest Loser** daily show won its timeslot in 18-49 (41.8%), 16-39 (44.9%) 25-54 (40.1%) and total people (36.3%); Wednesday's show draws the biggest daily audience of the season
- TEN News at Five** won 5-6 pm Mon-Fri timeslot in all major demos: 18-49 (46.6%); 16-39 (50.0%), 25-54 (46.0 %) and total people (43.7%)
- TEN remains the No.1 in daytime with average total audience YTD 283k vs Seven's 259k and Nine's 193k; Ten News at Five remains top regular daytime program for YTD.

TEN: Week 17 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.9%	36.4%	30.6%	28.8%
Nine	33.3%	32.2%	34.2%	34.1%
Seven	33.9%	31.4%	35.2%	37.1%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.9%	35.2%	29.8%	28.5%
Nine	34.0%	33.0%	34.8%	34.6%
Seven	34.1%	31.8%	35.4%	37.0%

TEN: 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%	28.1%
Nine	34.3%	33.3%	35.1%	34.9%
Seven	32.9%	30.5%	34.3%	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	34.8%	33.9%	35.6%	35.3%
Seven	33.0%	30.9%	34.3%	36.6%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.2%	35.8%	31.8%	30.4%
Nine	32.8%	32.3%	33.2%	33.1%
Seven	34.0%	31.9%	35.0%	36.5%

All ratings data: OzTAM

Network Ten Total is the combination of TEN and ONE across 5 mainland capital cities.

TEN: 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.

ONE: Audience figures are reported for unique programming content. All simulcast programming (TEN and ONE HD) is reported solely as a combined number show in TEN's viewing figures. There are no separate ratings data available for ONE HD when programming is simulcast with TEN. Top sport programs are based on ONE, ESPN, Fox Sports 1, Fox Sports 2 and Fox Sports 3.

Contact: Gabrielle Crittenden 02 9650 1471.

WEEKLY RATINGS WRAP



OzTAM survey period 3, week 1 (Week 17 continued)

19 – 25 April 2009

TEN Timeslot wins, 18-49 (CSHR)

- **The Biggest Loser: Weigh In** (40.7%); also won timeslot in 25-54 (38.2%)
- **Rove** (41.6%); also won timeslot in 25-54 (38.0%)
- **The Biggest Loser: Elimination** (39.7%); also won timeslot in 25-54 (37.2%)
- **Bondi Rescue** (44.8%); also won timeslot in 25-54 (42.0%)
- Tuesday's **NCIS rpt** (39.2%); also won timeslot in 25-54 (39.7%) and total people (38.4%)
- **The All New Simpsons** (40.8%)
- **House** (37.9%)
- **The Biggest Loser** (Tues – Fri) (41.8%); also won timeslot in 25-54 (40.1%) and total people (36.3%)

TEN Timeslot wins, 16-39 (CSHR)

- **The Biggest Loser: Weigh In** (42.4%)
- **Dance Australia** (Performance Show) (38.1%)
- **Rove** (46.9%)
- **The Biggest Loser: Elimination** (42.3%)
- **Bondi Rescue** (47.7%)
- Tuesday's **NCIS rpt** (39.1%)
- **The All New Simpsons** (47.8%)
- **House** (43.8%)
- **The Simpsons** (Mon – Fri) (41.9%)
- **Neighbours** (Mon – Fri) (39.9%)
- **The Biggest Loser** (Tues – Fri) (44.9%)
- **The Simpsons Friday – Ep 1** (36.3%)
- **The Simpsons Friday – Ep 2** (36.1%)

AFL

- Network Ten's coverage of the ANZAC Day AFL clash between Essendon and Collingwood won its timeslot in 5 City Metro (70.0%), Melbourne (85.8%) and Adelaide (71.9%) and Perth (82.6%), with a national average audience of 1.11 million viewers.
- **AFL – North Melbourne v Richmond** won its timeslot in total people in Melbourne (41.9%).
- **AFL – Fremantle v Sydney** won its timeslot in total people in Perth (38.2%).

ONE

- **FIA Formula ONE World Championship 2009** drew an audience of 144,000
- **FIA Formula ONE World Championship 2009 Post Race** drew an audience of 119,000

Top 10 programs (18-49)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES -EP2	9
2	UNDERBELLY: A TALE OF TWO CITIES -EP1	9
3	BONDI RESCUE	TEN
4	THE GRUEN TRANSFER-EV	ABC1
5	60 MINUTES	9
6	10 YEARS YOUNGER IN 10 DAYS	7
7	NCIS RPT	TEN
8	THE ALL NEW SIMPSONS WED	TEN
9	THE BIGGEST LOSER (AUS)	TEN
10	THE FORCE - BEHIND THE LINE	7

Top 10 programs (16-39)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES -EP2	9
2	UNDERBELLY: A TALE OF TWO CITIES -EP1	9
3	THE ALL NEW SIMPSONS WED	TEN
4	BONDI RESCUE	TEN
5	SCRUBS - MON	7
6	ROVE	TEN
7	THE BIGGEST LOSER (AUS)	TEN
8	HOW I MET YOUR MOTHER	7
9	SO YOU THINK YOU CAN DANCE AUSTRALIA	TEN
10	THE BIGGEST LOSER (AUS) - ELIMINATION	TEN

Top 10 programs (25-54)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES -EP2	9
2	UNDERBELLY: A TALE OF TWO CITIES -EP1	9
3	60 MINUTES	9
4	THE GRUEN TRANSFER-EV	ABC1
5	NCIS RPT	TEN
6	BONDI RESCUE	TEN
7	10 YEARS YOUNGER IN 10 DAYS	7
8	THE FORCE - BEHIND THE LINE	7
9	SEVEN NEWS - SUN	7
10	SPICKS AND SPECKS-EV	ABC1