

WEEKLY RATINGS WRAP



OzTAM survey period 3, week 3 (Week 19)

3-9 May 2009

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 29.4%.

TEN Highlights:

- TEN won the week in 16-39 with a 35.8% share
- Year-to-date, TEN had a 33.2% share in 18-49; #2 Network in 18-49; Year-to-date, TEN had a 36.7% share in 16-39; #1 Network in 16-39
- Merlin** won its timeslot in all key demographics: 18-49 (41.9%), 16-39 (43.6%), 25-54 (40.2%) and total people (37.3%) - 1.41m viewers
- MasterChef Australia Top 20 Revealed** drew an audience of 1.10m viewers
- Recruits** won its timeslot in all key demographics: 18-49 (40.1%), 16-39 (42.1%), 25-54 (39.8%) and total people (37.1%) – 1.23m viewers
- Talkin' 'Bout Your Generation** won its timeslot in all key demographics: 18-49 (49.3%), 16-39 (53.2%), 25-54 (47.1%) and total people (39.5%) – 1.64m viewers
- NCIS** won its timeslot in all key demographics: 18-49 (41.4%), 16-39 (42.5%), 25-54 (42.2%) and total people (40.5%) – 1.52m viewers
- Lie To Me** won its timeslot in all key demographics: 18-49 (38.1%), 16-39 (39.7%), 25-54 (38.0%) and total people (37.9%) – 1.01m viewers
- In its second half hour, Wednesday's **MasterChef Australia** beat 7's Thank God You're Here in all key demographics.
- The All New Simpsons** drew an audience of 1.02m viewers; Wednesday's #1 show in 16-39
- House** won its timeslot in 18-49 (37.6%) and 16-39 (41.9%)
- Law and Order: Criminal Intent** drew an audience of 1.04m viewers.
- MasterChef Australia** daily show won its timeslot in 18-49 (40.4%), 16-39 (43.4%) and 25-54 (38.8%)
- TEN News at Five** won 5-6 pm Mon-Fri timeslot in all major demos: 18-49 (48.4%); 16-39 (52.3%), 25-54 (47.2 %) and total people (43.5%)
- TEN remained the No.1 in daytime with average total audience YTD 282k vs Seven's 257k and Nine's 191k; Ten News at Five remained top regular daytime program for YTD.

TEN: Week 19 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.6%	35.8%	30.8%	28.2%
Nine	34.1%	33.0%	35.2%	35.9%
Seven	33.4%	31.2%	34.0%	35.9%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	31.1%	34.0%	29.5%	27.4%
Nine	34.6%	33.4%	35.7%	36.4%
Seven	34.3%	32.6%	34.8%	36.1%

TEN: Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.2%	36.7%	31.0%	28.4%
Nine	33.9%	32.8%	34.8%	34.8%
Seven	32.9%	30.5%	34.2%	36.8%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.4%	35.6%	30.5%	28.3%
Nine	34.5%	33.4%	35.3%	35.2%
Seven	33.1%	31.0%	34.2%	36.4%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.5%	36.2%	32.1%	30.6%
Nine	32.5%	31.9%	32.9%	33.0%
Seven	34.0%	31.9%	34.9%	36.4%

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.

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WEEKLY RATINGS WRAP



OzTAM survey period 3, week 3 (Week 19 continued)

3-9 May 2009

TEN Timeslot wins, 18-49 (CSHR)

- **Merlin** (41.9%); also won timeslot in 25-54 (40.2%) and total people (37.3%)
- **Recruits** (40.1%); also won timeslot in 25-54 (39.8%) and total people (37.1%)
- **Talkin' 'Bout Your Generation** (49.3%); also won timeslot in 25-54 (47.1%) and total people (39.5%)
- **NCIS** (41.4%); also won timeslot in 25-54 (42.2%) and total people (40.5%)
- **Lie to Me** (38.1%); also won timeslot in 25-54 (38.0%) and total people (37.9%)
- **House** (37.6%)
- **MasterChef Australia** (Mon – Fri) (40.4%); also won timeslot in 25-54 (38.8%)

TEN Timeslot wins, 16-39 (CSHR)

- **Merlin** (43.6%)
- **Recruits** (42.1%)
- **Talkin' 'Bout Your Generation** (53.2%)
- **NCIS** (42.5%)
- **Lie to Me** (39.7%)
- **House** (41.9%)
- **Rules of Engagement** (37.7%)
- **The Simpsons** (Mon – Fri) (40.5%)
- **Neighbours** (Mon – Fri) (40.7%)
- **MasterChef Australia** (Mon – Fri) (43.4%)

AFL

- **Geelong v Sydney** won its timeslot in total people in Sydney (42.6%)
- **Richmond v Brisbane Lions** won its timeslot in total people in Adelaide (68.1%), Brisbane (47.1%), Melbourne (53.6%) and Perth (83.6%)
- **North Melbourne v Port Adelaide** won its timeslot in total people in Adelaide (44.8%)
- **Carlton v Fremantle** won its timeslot in total people in Melbourne (44.7%) and Perth (46.7%)

ONE

- Average Zone 1 Audience: Week 16* (34,000) v Week 19 (54,000)
- **One Week at a Time** drew an audience of 84,000; up 21% on previous week
- **Thursday Night Live** drew an audience of 82,000 viewers, up 35% on previous week

Note: Week 16 was the first week of ratings for ONE

TEN: Top 10 programs (18-49)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES	9
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	51ST ANNUAL TV WEEK LOGIE AWARDS	9
4	TV WEEK LOGIE AWARDS ARRIVALS	9
5	NCIS	TEN
6	THANK GOD YOU'RE HERE	7
7	MERLIN	TEN
8	RECRUITS	TEN
9	60 MINUTES	9
10	DESPERATE HOUSEWIVES	7

TEN: Top 10 programs (16-39)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES	9
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	51ST ANNUAL TV WEEK LOGIE AWARDS	9
4	TV WEEK LOGIE AWARDS ARRIVALS	9
5	THE ALL NEW SIMPSONS WED	TEN
6	RECRUITS	TEN
7	MERLIN	TEN
8	THANK GOD YOU'RE HERE	7
9	NCIS	TEN
10	HOW I MET YOUR MOTHER	7

TEN: Top 10 programs (25-54)

	Program	Network
1	UNDERBELLY: A TALE OF TWO CITIES	9
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	51ST ANNUAL TV WEEK LOGIE AWARDS	9
4	TV WEEK LOGIE AWARDS ARRIVALS	9
5	NCIS	TEN
6	THANK GOD YOU'RE HERE	7
7	MERLIN	TEN
8	RECRUITS	TEN
9	SPICKS AND SPECKS-EV	ABC1
10	THE GRUEN TRANSFER-EV	ABC1