

WEEKLY RATINGS WRAP



OzTAM survey period 4, week 1 (Week 21)

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 30.6%.

TEN Highlights:

- TEN won the week in 16-39 with a 38.3% share (11.4% up on Week 21, 2008); Year-to-date, TEN has a 36.8% share in 16-39; **#1 Network in 16-39; TEN had 8 of the week's top 10 programs in 16-39**
- TEN won the week in 18-49 with a 34.6% share (9.1% up on Week 21, 2008); Year-to-date, TEN has a 33.3% share in 18-49; **#2 Network in 18-49; TEN had 7 of the week's top 10 programs in 18-49**
- **Merlin** won its timeslot in all key demographics: 18-49 (40.9%), 16-39 (43.8%), 25-54 (38.5%) and total people (36.9%) - 1.37m viewers
- **MasterChef Australia Challenge** won its timeslot in all key demographics: 18-49 (44.4%), 16-39 (48.1%), 25-54 (42.4%) and total people (36.7%) – 1.46m viewers; **Sunday's #1 show in all key demographics**
- **Rove** won its timeslot in 18-49 (40.1%) and 16-39 (47.3%) – 1.00m viewers
- **Recruits** won its timeslot in all key demographics: 18-49 (41.4%), 16-39 (42.9%) and 25-54 (40.0%) and total people (36.6%) - 1.23m viewers
- **Good News Week** won its timeslot in all key demographics: 18-49 (38.3%), 16-39 (43.5%) and 25-54 (36.1%) – 1.08 m viewers
- Best Tuesday of the year in total people and all key demographics
- **Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (51.8%), 16-39 (56.5%), 25-54 (48.6%) and total people (41.5%) – 1.61m viewers; **#1 show for the week in all key demographics.**
- **NCIS** won its timeslot in all key demographics: 18-49 (44.3%), 16-39 (46.2%), 25-54 (45.3%) and total people (43.5%) – 1.63m viewers (highest ever audience); **Tuesday's #1 show of the night in total people**
- **Lie To Me** won its timeslot in all key demographics: 18-49 (40.2%), 16-39 (39.9%), 25-54 (40.7%) and total people (41.3%) – 1.19m viewers
- **House** won its timeslot in all key demographics: 18-49 (39.2%), 16-39 (44.6%) and 25-54 (36.6%) – 1.08m viewers
- **MasterChef Australia** daily show won its timeslot in 18-49 (41.2%), 16-39 (45.3%), 25-54 (39.8%) and total people (34.9%)
- **TEN News at Five** won 5-6 pm Mon-Fri timeslot in all key demographics: 18-49 (48.8%); 16-39 (53.5%), 25-54 (48.0%) and total people (43.6%); average weekly audience 1.02 million; year-on-year TEN News At Five's audience is up 14%
- TEN remained the No.1 in daytime with average total audience YTD 282k vs Seven's 254k and Nine's 190k; Ten News at Five remained top regular daytime program for YTD.

17 – 23 May 2009

TEN: Week 21 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.6%	38.3%	32.5%	29.8%
9	31.3%	29.9%	32.5%	33.5%
7	34.1%	31.8%	35.0%	36.7%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.3%	36.5%	31.5%	29.2%
9	32.1%	30.8%	33.2%	34.1%
7	34.7%	32.7%	35.3%	36.7%

TEN: Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.3%	36.8%	31.2%	28.6%
9	33.5%	32.4%	34.5%	34.6%
7	33.2%	30.7%	34.4%	36.8%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.5%	35.7%	30.6%	28.4%
9	34.1%	33.0%	35.0%	35.1%
7	33.4%	31.3%	34.4%	36.5%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.6%	36.3%	32.2%	30.7%
9	32.2%	31.5%	32.7%	32.9%
7	34.2%	32.2%	35.1%	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 4, week 1 (Week 21 continued)

17 – 23 May 2009

TEN Timeslot wins, 18-49 (CSHR)

- **Merlin** (40.9%); also won timeslot in 25-54 (38.5%) and total people (36.9%)
- **MasterChef Australia Challenge** (44.4%); also won timeslot in 25-54 (42.4%) and total people (36.7%)
- **Rove** (40.1%)
- **Recruits** (41.4%); also won timeslot in 25-54 (40.0%) and total people (36.6%)
- **Good News Week** (38.3%); also won timeslot in 25-54 (36.1%)
- **Talkin' 'bout Your Generation** (51.8%); also won timeslot in 25-54 (48.6%) and total people (41.5%)
- **NCIS** (44.3%); also won timeslot in 25-54 (45.3%) and total people (43.5%)
- **Lie To Me** (40.2%); also won timeslot in 25-54 (40.7%) and total people (41.3%)
- **House** (39.2%); also won timeslot in 25-54 (36.6%)
- **MasterChef Australia** (Mon – Fri) (41.2%); also won timeslot in 25-54 (39.8%) and total people (34.9%)

TEN Timeslot wins, 16-39 (CSHR)

- **Merlin** (43.8%)
- **MasterChef Australia Challenge** (48.1%)
- **Rove** (47.3%)
- **Recruits** (42.9%)
- **Good News Week** (43.5%)
- **Supernatural** (40.8%)
- **Talkin' 'bout Your Generation** (56.5%)
- **NCIS** (46.2%)
- **Lie to Me** (39.9%)
- **House** (44.6%)
- **Rules of Engagement** (39.4%)
- **The Simpsons Friday** (35.4%)
- **The Simpsons** (Mon – Fri) (40.0%)
- **Neighbours** (Mon – Fri) (37.9%)
- **MasterChef Australia** (Mon – Fri) (45.3%)

AFL

- **Kangaroos v Fremantle** won its timeslot in total people in Adelaide (56.3%), Brisbane (37.7%), Melbourne (48.4%) and Perth (82.3%)
- **Adelaide v Carlton** won its timeslot in total people in Adelaide (41.5%)
- **Richmond v Essendon** won its timeslot in total people in Melbourne (47.1%) and Adelaide (37.2%)
- **West Coast v Collingwood** won its timeslot in total people in Perth (54.0%)
- **Before the Game** won its timeslot in total people in Melbourne (37.8%), Adelaide (38.8%) and Perth (50.0%).

ONE

- **ONE had an average Zone 1 audience of 39,000**
- **One Week At A Time** drew an audience of 84,000
- **ONE** won Tuesday night's sports battle with the top 3 shows on sports channels
- **ONE** won Wednesday night's sports battle with the top show on sports channels – IPL Twenty20 Cricket 2009 Live drew an audience of 61,000 viewers

TEN: Top 10 programs (18-49)

	Program	Network
1	TALKIN' 'BOUT YOUR GENERATION	TEN
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	THANK GOD YOU'RE HERE	7
4	NCIS	TEN
5	THE GRUEN TRANSFER-EV	ABC1
6	SPICKS AND SPECKS-EV	ABC1
7	MERLIN	TEN
8	RECRUITS	TEN
9	MASTERCHEF AUSTRALIA	TEN
10	ROVE	TEN

TEN: Top 10 programs (16-39)

	Program	Network
1	TALKIN' 'BOUT YOUR GENERATION	TEN
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	NCIS	TEN
4	THANK GOD YOU'RE HERE	7
5	GOOD NEWS WEEK	TEN
6	ROVE	TEN
7	THE GRUEN TRANSFER-EV	ABC1
8	RECRUITS	TEN
9	MASTERCHEF AUSTRALIA	TEN
10	MERLIN	TEN

TEN: Top 10 programs (25-54)

	Program	Network
1	TALKIN' 'BOUT YOUR GENERATION	TEN
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	THANK GOD YOU'RE HERE	7
4	NCIS	TEN
5	SPICKS AND SPECKS-EV	ABC1
6	THE GRUEN TRANSFER-EV	ABC1
7	NINE NEWS SUNDAY	9
8	SEVEN NEWS - SUN	7
9	RECRUITS	TEN
10	BONES	7