

WEEKLY RATINGS WRAP



OzTAM survey period 4, week 2 (Week 22)

24 – 30 May 2009

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 31.4 %

TEN Highlights:

- TEN won the week in 18-49 with a 35.0% share (6.7% up on Week 22, 2008); Year-to-date, TEN has a 33.4 % share in 18-49; **#1 Network in 18-49**
- TEN won the week in 16-39 with a 38.8% share (7.8% up on Week 22, 2008); Year-to-date, TEN has a 37.0% share in 16-39; **#1 Network in 16-39**
- TEN had the top show of the week in all key demos: **Talkin' 'bout Your Generation #1 show of the week in 18-49 and 16-39; MasterChef Australia Challenge #1 show of the week in 25-54**
- Merlin** won its timeslot in all key demographics: 18-49 (42.4%), 16-39 (44.2%), 25-54 (39.3%) and total people (38.9%) - 1.50m viewers; highest audience of the season
- MasterChef Australia Challenge** won its timeslot in all key demographics: 18-49 (45.5%), 16-39 (50.3%), 25-54 (44.3%) and total people (40.0%) – 1.67m viewers;
- MasterChef Australia Challenge was Sunday's #1 show in all key demographics; highest rating MasterChef episode of the year**
- Rove** won its timeslot in all key demographics: 18-49 (42.3%), 16-39 (48.5%) and 25-54 (38.0%) – 1.19m viewers; **best audience of the season**
- The Biggest Loser US** won its timeslot in 18-49 (36.7%) and 16-39 (44.3%)
- Recruits** won its timeslot in 25-54 (38.6%) and total people (35.1%) - 1.16m viewers
- Good News Week** won its timeslot in 16-39 (41.1%) – 1.03m viewers
- TEN won Tuesday in all key demographics: 18-49 (40.7%), 16-39 (43.4%), 25-54 (39.6%) and total people (35.8%)
- Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (48.9%), 16-39 (53.2%), 25-54 (46.8%) and total people (41.0%) – 1.65m viewers
- Talkin' 'bout Your Generation is Australia's #1 comedy with an average season audience of 1.63 m viewers**
- NCIS** won its timeslot in all key demographics: 18-49 (41.2%), 16-39 (40.0%), 25-54 (42.9%) and total people (40.6%) – 1.55m viewers
- Lie To Me** won its timeslot in all key demographics: 18-49 (39.6%), 16-39 (38.2%), 25-54 (40.7%) and total people (40.9%) – 1.11m viewers
- MasterChef Australia** daily show won its timeslot in 18-49 (43.1%), 16-39 (46.5%), 25-54 (42.3%) and total people (36.5%)
- TEN News at Five** won its 5-6 pm Monday – Friday timeslot in all key demographics; 18-49 (46.5%), 16-39 (51.0%) and 25-54 (46.0%) and total people (42.8%)
- TEN remained the No. 1 network in daytime with an average total audience YTD 283k vs Seven's 254k and Nine's 191k; TEN News at Five remained the top regular daytime program YTD

TEN: Week 22 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	35.0%	38.8%	33.2%	30.4%
9	31.6%	30.2%	32.5%	33.3%
7	33.4%	31.0%	34.3%	36.4%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.1%	37.4%	32.5%	30.0%
9	32.2%	30.8%	33.2%	33.9%
7	33.6%	31.8%	34.3%	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	33.4%	37.0%	31.3%	28.7%
9	33.4%	32.3%	34.3%	34.5%
7	33.2%	30.8%	34.4%	36.8%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.6%	35.8%	30.7%	28.5%
9	34.0%	32.9%	34.9%	35.0%
7	33.4%	31.3%	34.4%	36.5%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.7%	36.3%	32.3%	30.8%
9	32.1%	31.4%	32.6%	32.9%
7	34.3%	32.3%	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 2 (Week 22 continued)

24 – 30 May 2009

TEN Timeslot wins, 18-49 (CSHR)

- **Merlin** (42.4%); also won timeslot in 25-54 (39.3%) and total people (38.9%)
- **MasterChef Australia Challenge** (45.5%); also won timeslot in 25-54 (44.3%) and total people (40.0%)
- **Rove** (42.3%); also won timeslot in 25-54 (38.0%)
- **The Biggest Loser US** (36.7%)
- **Talkin' 'bout Your Generation** (48.9%); also won timeslot in 25-54 (46.8%) and total people (41.0%)
- **NCIS** (41.2%); also won timeslot in 25-54 (42.9%) and total people (40.6%)
- **Lie To Me** (39.6%); also won timeslot in 25-54 (40.7%) and total people (40.9%)
- **MasterChef Australia** (Mon – Fri) (43.1%); also won timeslot in 25-54 (42.3%) and total people (36.5%)

TEN Timeslot wins, 16-39 (CSHR)

- **Merlin** (44.2%)
- **MasterChef Australia Challenge** (50.3%)
- **Rove** (48.5%)
- **The Biggest Loser US** (44.3%)
- **Good News Week** (41.1%)
- **Supernatural** (41.2%)
- **Talkin' 'bout Your Generation** (53.2%)
- **NCIS** (40.0%)
- **Lie to Me** (38.2%)
- **The All New Simpsons** (39.4%)
- **Rules of Engagement** (39.9%)
- **The Simpsons Friday** (35.5%)
- **The Simpsons** (Mon – Fri) (39.8%)
- **Neighbours** (Mon – Fri) (38.0%)
- **MasterChef Australia** (Mon – Fri) (46.5%)

AFL

- **Kangaroos v Brisbane Lions** won its timeslot in total people in Adelaide (48.1%), Brisbane (43.2%), Melbourne (44.1%) and Perth (72.0%)
- **Fremantle v Richmond** won its timeslot in total people in Adelaide (37.0%), Melbourne (43.4%) and Perth (49.3%)
- **Before the Game** won its timeslot in total people in Melbourne (38.2%) and Perth (43.7%)

ONE

- **ONE had an average Zone 1 audience of 49,000**
- **FIA Formula 1 World Championship 2009** (Round Six, Monaco) drew an audience of 196,000 viewers; highest rating program on ONE this year.
- **FIA Formula 1 World Championship 2009 Pre-race** (Round Six, Monaco) drew an audience of 151,000 viewers

TEN: Top 10 programs (18-49)

	Program	Network
1	TALKIN' 'BOUT YOUR GENERATION	TEN
2	THE CHASER'S WAR ON EVERYTHING-EV	ABC1
3	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
4	SPICKS AND SPECKS-EV	ABC1
5	ROVE	TEN
6	NCIS	TEN
7	MERLIN	TEN
8	MASTERCHEF AUSTRALIA	TEN
9	SCRUBS - MON	7
10	THANK GOD YOU'RE HERE	7

TEN: Top 10 programs (16-39)

	Program	Network
1	TALKIN' 'BOUT YOUR GENERATION	TEN
2	THE CHASER'S WAR ON EVERYTHING-EV	ABC1
3	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
4	ROVE	TEN
5	SPICKS AND SPECKS-EV	ABC1
6	SCRUBS - MON	7
7	MASTERCHEF AUSTRALIA	TEN
8	GOOD NEWS WEEK	TEN
9	THE ALL NEW SIMPSONS WED	TEN
10	MERLIN	TEN

TEN: Top 10 programs (25-54)

	Program	Network
1	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	THE CHASER'S WAR ON EVERYTHING-EV	ABC1
4	SPICKS AND SPECKS-EV	ABC1
5	NCIS	TEN
6	SEVEN NEWS - SUN	7
7	ROVE	TEN
8	NINE NEWS SUNDAY	9
9	MASTERCHEF AUSTRALIA	TEN
10	THANK GOD YOU'RE HERE	7