

WEEKLY RATINGS WRAP



OzTAM survey period 4, week 3 (Week 23)

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 31.6%

TEN Highlights:

- TEN won the week in 18-49 with a 35.1 share (8.6% up on Week 23, 2008); Year-to-date, TEN has a 33.5% share in 18-49; **#1 Network in 18-49**
- TEN won the week in 16-39 with a 38.4% share (8.2% up on Week 23, 2008); Year-to-date, TEN has a 37.1% share in 16-39; **#1 Network in 16-39**
- Merlin** won its timeslot in 18-49 (37.5%) and 16-39 (40.2%) - 1.34m viewers
- MasterChef Australia Challenge** won its timeslot in all key demographics: 18-49 (44.3%), 16-39 (47.4%), 25-54 (43.1%) and total people (38.1%) – 1.57m viewers; Sunday's #1 show in all key demographics
- Rove** won its timeslot in 18-49 (38.8%) and 16-39 (45.9%) - 1.05m viewers
- Recruits** won its timeslot in 25-54 (38.2%) and total people (35.1%) - 1.13m viewers
- Good News Week** won its timeslot in all key demographics: 18-49 (40.1%), 16-39 (46.0%) and 25-54 (38.9%) – 1.12m viewers
- TEN won Tuesday night prime-time in all key demographics: 18-49 (43.3%), 16-39 (46.2%), 25-54 (41.1%) and total people (36.9%); TEN's best Tuesday audience of the survey year in total people; best audience and commercial share of the year in 18-49
- Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (50.7%), 16-39 (54.5%), 25-54 (47.8%) and total people (40.4%) – 1.63m viewers; Tuesday's #1 show in all key demographics
- NCIS** won its timeslot in all key demographics: 18-49 (43.8%), 16-39 (44.0%), 25-54 (43.1%) and total people (41.4%) – 1.59m viewers
- NCIS rpt** won its timeslot in all key demographics: 18-49 (44.0%), 16-39 (42.1%), 25-54 (44.2%) and total people (45.4%) – 1.32m viewers
- Wednesday's **MasterChef Australia** was the highest daily show audience of the year with 1.48 m viewers
- Law and Order: Criminal Intent** drew an audience of 1.12m viewers
- MasterChef Australia** daily show won its timeslot in 18-49 (43.8%), 16-39 (46.1%), 25-54 (43.3%) and total people (37.3%); highest weekly audience of the year to date (1.36 m)
- TEN News at Five** won its 5-6 pm Monday – Friday timeslot in all key demographics; 18-49 (47.6%), 16-39 (53.4%) and 25-54 (47.4%) and total people (42.7%)
- TEN remained the No. 1 network in daytime with an average total audience YTD 284k vs Seven's 255k and Nine's 191k; TEN News at Five remained the top regular daytime program YTD

31 May – 6 June 2009

TEN: Week 23 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	35.1%	38.4%	33.4%	30.7%
9	33.0%	32.5%	33.7%	34.7%
7	31.9%	29.1%	32.9%	34.6%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	34.3%	37.3%	32.7%	30.5%
9	33.5%	33.1%	34.3%	35.2%
7	32.2%	29.6%	33.0%	34.3%

TEN: Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.5%	37.1%	31.5%	28.9%
9	33.3%	32.3%	34.3%	34.5%
7	33.1%	30.6%	34.3%	36.6%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	32.7%	35.9%	30.9%	28.7%
9	34.0%	32.9%	34.8%	35.0%
7	33.3%	31.2%	34.3%	36.4%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
TEN	33.7%	36.4%	32.4%	30.8%
9	32.1%	31.4%	32.6%	32.9%
7	34.2%	32.2%	35.0%	36.3%

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 3 (Week 23 continued)

31 May – 6 June 2009

TEN Timeslot wins, 18-49 (CSHR)

- **Merlin** (37.5%)
- **MasterChef Australia Challenge** (44.3%); also won timeslot in 25-54 (43.1%) and total people (38.1%)
- **Rove** (38.8%)
- **Good News Week** (40.1%); also won timeslot in 25-54 (38.9%)
- **Supernatural** (37.4%)
- **Talkin' 'bout Your Generation** (50.7%); also won timeslot in 25-54 (47.8%) and total people (40.4%)
- **NCIS** (43.8%); also won timeslot in 25-54 (43.1%) and total people (41.4%)
- **NCIS rpt** (44.0%); also won timeslot in 25-54 (44.2%) and total people (45.4%)
- **Rules of Engagement** (36.0%)
- **MasterChef Australia** (Mon – Fri) (43.8%); also won timeslot in 25-54 (43.3%) and total people (37.3%)

TEN Timeslot wins, 16-39 (CSHR)

- **Merlin** (40.2%)
- **MasterChef Australia Challenge** (47.4%)
- **Rove** (45.9%)
- **The Biggest Loser US** (36.7%)
- **Good News Week** (46.0%)
- **Supernatural** (43.5%)
- **Talkin' 'bout Your Generation** (54.5%)
- **NCIS** (44.0%)
- **NCIS rpt** (42.1%)
- **Rules of Engagement** (43.0%)
- **Rule of Engagement Ep 2** (40.2%)
- **The Simpsons Friday** (37.6%)
- **The Simpsons** (Mon – Fri) (39.2%)
- **Neighbours** (Mon – Fri) (40.2%)
- **MasterChef Australia** (Mon – Fri) (46.1%)

AFL

- **Brisbane Lions v Carlton** won its timeslot in total people in Melbourne (50.4%)
- **Port Adelaide v Fremantle** won its timeslot in Adelaide (39.8%) and Perth (39.5%)
- **Before the Game** won its timeslot in total people in Melbourne (43.9%) and Perth (46.8%)

ONE

- ONE had an average Zone 1 audience of 40,000
- **One Week At A Time** drew an audience of 88,000 viewers
- **Thursday Night Live** drew an audience of 66,000 viewers
- **FIA Formula 1 World Championship 2009 (Turkey) Qualifying** drew an audience of 65,000

TEN: Top 10 programs (18-49)

	Program	Network
1	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
4	ROVE	TEN
5	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - PRE MATCH	9
6	MASTERCHEF AUSTRALIA	TEN
7	ROVE	TEN
8	GOOD NEWS WEEK	TEN
9	GREY'S ANATOMY	7
10	SEVEN NEWS - SUN	7

TEN: Top 10 programs (16-39)

	Program	Network
1	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
4	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - PRE MATCH	9
5	ROVE	TEN
6	GOOD NEWS WEEK	TEN
7	NCIS	TEN
8	MASTERCHEF AUSTRALIA	TEN
9	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - POST MATCH	9
10	GREY'S ANATOMY	7

TEN: Top 10 programs (25-54)

	Program	Network
1	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
4	NCIS	TEN
5	SEVEN NEWS - SUN	7
6	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - PRE MATCH	9
7	NINE NEWS SUNDAY	9
8	MASTERCHEF AUSTRALIA	TEN
9	BONES	7
10	GREY'S ANATOMY	7