

# WEEKLY RATINGS WRAP



## OzTAM survey period 4, week 4 (Week 24)

7 – 13 June 2009

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 31.9%

### TEN Highlights:

- TEN won the week in 18-49 with a 35.5% share (10.9% up on Week 24, 2008)
- TEN won Survey Period 4 in 18-49 with a 35.1% share; Year-to-date, TEN has a 33.7% share in 18-49; **#1 Network in 18-49**
- TEN won the week in 16-39 with a 38.9% share (11.3% up on Week 24, 2008)
- TEN won Survey Period 4 in 16-39 with a 38.6% share; Year-to-date, TEN has a 37.2% share in 16-39; **#1 Network in 16-39**
- Merlin** won its timeslot in all key demographics: 18-49 (37.8%), 16-39 (39.9%) and 25-54 (36.5%) - 1.23m viewers
- MasterChef Australia Challenge** won its timeslot in all key demographics: 18-49 (46.6%), 16-39 (49.6%), 25-54 (47.6%) and total people (39.3%) – 1.43m viewers; Sunday's #1 show in all key demographics
- Rove** won its timeslot in all key demographics: 18-49 (45.1%), 16-39 (52.4%), 25-54 (42.2%) and total people (35.9%) – 1.06m viewers
- Monday's **MasterChef Australia** drew its best audience of the year with 1.80m viewers
- Recruits** won its timeslot in 25-54 (37.3%) and total people (35.3%) - 1.29m viewers; highest audience of the season
- Good News Week** won its timeslot in 16-39 (39.5%) - 1.07m viewers
- TEN won Tuesday night prime-time in all key demographics: 18-49 (41.0%), 16-39 (44.3%), 25-54 (39.7%) and total people (36.3%); TEN's best Tuesday audience of the survey year in total people
- Talkin' 'bout Your Generation is the week's #1 show in all key demographics**; won its timeslot in all key demographics: 18-49 (48.1%), 16-39 (50.9%), 25-54 (46.1%) and total people (40.1%) – 1.65m viewers
- NCIS rpt** won its timeslot in all key demographics: 18-49 (41.4%), 16-39 (42.7%), 25-54 (41.4%) and total people (39.8%) – 1.56m viewers
- NCIS rpt 2** won its timeslot in all key demographics: 18-49 (44.9%), 16-39 (44.8%), 25-54 (45.0%) and total people (46.4%) – 1.31m viewers
- The All New Simpsons** drew an audience of 1.10m viewers
- MasterChef Australia** daily show won its timeslot in 18-49 (44.8%), 16-39 (47.3%), 25-54 (44.6%) and total people (38.9%); highest weekly audience of the year to date (1.47m)
- TEN News at Five** won its 5-6 pm Monday – Friday timeslot in all key demographics: 18-49 (46.6%), 16-39 (51.3%) and 25-54 (45.9%) and total people (42.2%)
- TEN remains the No. 1 network in daytime with an average total audience YTD 287k vs Seven's 258k and Nine's 193k; TEN News at Five remains the top regular daytime program YTD

### TEN: Week 24 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>35.5%</b>	<b>38.9%</b>	<b>34.0%</b>	<b>30.9%</b>
9	30.6%	29.3%	31.6%	32.9%
7	33.9%	31.8%	34.3%	36.2%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>34.3%</b>	<b>37.4%</b>	<b>33.0%</b>	<b>30.4%</b>
9	31.3%	30.1%	32.4%	33.4%
7	34.4%	32.5%	34.6%	36.2%

### TEN: Year to date at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.7%</b>	<b>37.2%</b>	<b>31.6%</b>	<b>29.0%</b>
9	33.2%	32.1%	34.1%	34.4%
7	33.2%	30.7%	34.3%	36.6%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>32.8%</b>	<b>36.0%</b>	<b>31.0%</b>	<b>28.8%</b>
9	33.8%	32.7%	34.7%	34.9%
7	33.4%	31.3%	34.3%	36.4%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.8%</b>	<b>36.5%</b>	<b>32.5%</b>	<b>30.9%</b>
9	31.9%	31.3%	32.5%	32.8%
7	34.3%	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 4 (Week 24 continued)

7-13 June 2009

## TEN Timeslot wins, 18-49 (CSHR)

- **Merlin** (37.8%); also won timeslot in 25-54 (36.5%)
- **MasterChef Australia Challenge** (46.6%); also won timeslot in 25-54 (47.6%) and total people (39.3%)
- **Rove** (45.1%); also won timeslot in 25-54 (42.2%) and total people (35.9%)
- **The Biggest Loser US** (34.2%)
- **Talkin' 'bout Your Generation** (48.1%); also won timeslot in 25-54 (46.1%) and total people (40.1%)
- **NCIS rpt** (41.4%); also won timeslot in 25-54 (41.4%) and total people (39.8%)
- **NCIS rpt 2** (44.9%); also won timeslot in 25-54 (45.0%) and total people (46.4%)
- **Rules of Engagement** (34.2%)
- **MasterChef Australia** (Mon – Fri) (44.8%); also won timeslot in 25-54 (44.6%) and total people (38.9%)

## TEN Timeslot wins, 16-39 (CSHR)

- **Merlin** (39.9%)
- **MasterChef Australia Challenge** (49.6%)
- **Rove** (52.4%)
- **The Biggest Loser US** (41.3%)
- **Good News Week** (39.5%)
- **Supernatural** (41.0%)
- **Talkin' 'bout Your Generation** (50.9%)
- **NCIS rpt** (42.7%)
- **NCIS rpt 2** (44.8%)
- **Rules of Engagement** (40.2%)
- **Rule of Engagement Ep 2** (38.3%)
- **The Simpsons** (Mon – Fri) (37.3%)
- **Neighbours** (Mon – Fri) (36.3%)
- **MasterChef Australia** (Mon – Fri) (47.3%)

## AFL

- **Melbourne v Collingwood** won its timeslot in total people in Adelaide (69.5%), Melbourne (73.3%) and Perth (43.7%)
- **Western Bulldogs v Port Adelaide** won its timeslot in total people in Adelaide (46.0%)
- **Richmond v West Coast** won its timeslot in Melbourne (50.5%), Perth (56.9%)
- **Before the Game** won its timeslot in total people in Melbourne (37.4%) and Perth (55.9%)
- **The Fifth Quarter** won its timeslot in Melbourne in total people (45.3%)

## ONE

- ONE had an average Zone 1 audience of 47,000
- On Tuesday, ONE had 9 of the top 10 programs on sports channels
- Wednesday's **Sports Tonight** drew an audience of 73,000 viewers
- On Thursday, ONE had the top 3 programs on sports channels
- **Thursday Night Live** drew an audience of 96,000 viewers; up 30,000 viewers on week 23; best Thursday Night Live audience of the year.

## TEN: Top 10 programs (18-49)

	Program	Network
1	TALKIN' 'BOUT YOUR GENERATION	TEN
2	MASTERCHEF AUSTRALIA	TEN
3	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
4	DESPERATE HOUSEWIVES	7
5	NCIS RPT	TEN
6	SCRUBS - MON	7
7	THANK GOD YOU'RE HERE	7
8	GREY'S ANATOMY	7
9	SPICKS AND SPECKS-EV	ABC1
10	ROVE	TEN

## TEN: Top 10 programs (16-39)

	Program	Network
1	TALKIN' 'BOUT YOUR GENERATION	TEN
2	SCRUBS - MON	7
3	DESPERATE HOUSEWIVES	7
4	MASTERCHEF AUSTRALIA	TEN
5	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
6	ROVE	TEN
7	GOOD NEWS WEEK	TEN
8	NCIS RPT	TEN
9	THE ALL NEW SIMPSONS WED	TEN
10	RECRUITS	TEN

## TEN: Top 10 programs (25-54)

	Program	Network
1	TALKIN' 'BOUT YOUR GENERATION	TEN
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	MASTERCHEF AUSTRALIA	TEN
4	NCIS RPT	TEN
5	SPICKS AND SPECKS-EV	ABC1
6	THANK GOD YOU'RE HERE	7
7	DESPERATE HOUSEWIVES	7
8	GREY'S ANATOMY	7
9	RECRUITS	TEN
10	SCRUBS - MON	7