

# WEEKLY RATINGS WRAP



## OzTAM survey period 5, week 1 (Week 25)

14 - 20 June 2009

- Network Ten Total had a prime-time (18:00 – 22.30) network commercial share of 33.8%

### TEN Highlights:

- TEN's best week of the survey year in all key demos, total people audience and total people commercial share; TEN came second in total people with a 33.1% share; year-to-date, TEN has a 29.2% share in total people (up 2.8% year on year)
- TEN won the week in 18-49 with a 38.1% share (13.7% up on Week 25, 2008); year-to-date, TEN has a 33.9% share in 18-49 (up 0.8% year on year); **#1 Network in 18-49**
- TEN won the week in 16-39 with a 41.7% share (13.3% up on Week 25, 2008); year-to-date, TEN has a 37.5% share in 16-39 (up 1.9% year on year); **#1 Network in 16-39**
- TEN won the week in 25-54 with a 36.1% share (18.2% up on Week 25, 2008); year-to-date, TEN has a 31.9% share in 25-54 (up 2.2% year on year)
- TEN won Sunday, Monday and Tuesday night prime-time in all key demographics and total people; best Tuesday of the year in total people audience and commercial share
- Merlin** won its timeslot in 18-49 (37.9%) and 16-39 (40.4%) - 1.40m viewers
- MasterChef Australia** drew its best audience of the year with Sunday's MasterChef Challenge – 1.96 m viewers
- MasterChef Australia Challenge** won its timeslot in all key demographics: 18-49 (52.2%), 16-39 (54.5%), 25-54 (50.1%) and total people (44.2%); **the week's #1 show in total people and all key demographics**
- Rove** won its timeslot in all key demographics: 18-49 (45.1%), 16-39 (50.5%) and 25-54 (41.6%) – 1.27m viewers; highest audience of the season
- Recruits** won its timeslot in all key demographics: 18-49 (44.3%), 16-39 (42.8%), 25-54 (44.5%) and total people (40.3%) - 1.35m viewers; highest audience of the season
- Good News Week** won its timeslot in all key demographics: 18-49 (40.4%), 16-39 (44.7%), 25-54 (39.6%) – 1.17m viewers
- Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (51.7%), 16-39 (54.3%), 25-54 (48.8%) and total people (42.0%); **Tuesday's #1 show in total people and key demographics** – 1.70m viewers; best audience of the season
- NCIS** won its timeslot in all key demographics: 18-49 (42.8%), 16-39 (43.2%), 25-54 (42.0%) and total people (41.4%) – 1.56m viewers
- NCIS rpt** won its timeslot in all key demographics: 18-49 (42.8%), 16-39 (41.9%), 25-54 (42.4%) and total people (46.5%) – 1.35m viewers
- MasterChef Australia's** wedding episode drew the best daily show audience of the year with 1.88 m viewers; won its timeslot in all key demographics: 18-49 (53.7%), 16-39 (57.7%), 25-54 (52.8%) and total people (46.2%); **#1 show of the night in all key demographics and total people**
- MasterChef Australia** daily show won its timeslot in 18-49 (49.3%), 16-39 (52.6%), 25-54 (48.3%) and total people (42.5%); highest weekly audience year to date (1.62 m)
- TEN News at Five** won its 5-6 pm Monday – Friday timeslot in all key demographics; 18-49 (45.0%), 16-39 (50.6%) and 25-54 (44.3%) and total people (41.7%)
- TEN remains the No. 1 network in daytime with an average total audience YTD 288k vs Seven's 259k and Nine's 194k; TEN News at Five remains the top daytime program YTD

### TEN: Week 25 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>38.1%</b>	<b>41.7%</b>	<b>36.1%</b>	<b>33.1%</b>
9	29.3%	27.8%	30.8%	31.8%
7	32.6%	30.4%	33.1%	35.1%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>36.5%</b>	<b>39.8%</b>	<b>34.7%</b>	<b>32.3%</b>
9	30.4%	28.9%	32.0%	32.7%
7	33.1%	31.3%	33.3%	35.0%

### 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>33.9%</b>	<b>37.5%</b>	<b>31.9%</b>	<b>29.2%</b>
9	32.9%	31.8%	33.9%	34.2%
7	33.1%	30.7%	34.2%	36.5%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.1%</b>	<b>36.2%</b>	<b>31.2%</b>	<b>29.0%</b>
9	33.6%	32.5%	34.5%	34.8%
7	33.4%	31.3%	34.3%	36.3%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>34.0%</b>	<b>36.7%</b>	<b>32.7%</b>	<b>31.0%</b>
9	31.8%	31.1%	32.4%	32.8%
7	34.3%	32.2%	35.0%	36.2%

### 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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OzTAM survey period 5, week 1 (Week 25 continued)

14 - 20 June 2009

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

- **Merlin** (37.9%)
- **MasterChef Australia Challenge** (52.2%); also won timeslot in 25-54 (54.5%) and total people (44.2%)
- **Rove** (45.1%); also won timeslot in 25-54 (41.6%)
- **Recruits** (44.3%); also won timeslot in 25-54 (44.5%) and total people (40.3%)
- **Good News Week** (40.4%); also won timeslot in 25-54 (39.6%)
- **Supernatural** (39.5%); also won timeslot in 25-54 (35.6%)
- **Talkin' 'bout Your Generation** (51.7%); also won timeslot in 25-54 (48.8%) and total people (42.0%)
- **NCIS** (42.8%); also won timeslot in 25-54 (42.0%) and total people (41.4%)
- **NCIS rpt** (42.8%); also won timeslot in 25-54 (42.4%) and total people (46.5%)
- **MasterChef Australia** (Mon – Fri) (49.3%); also won timeslot in 25-54 (48.3%) and total people (42.5%)

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

- **Merlin** (40.4%)
- **MasterChef Australia Challenge** (54.5%)
- **Rove** (50.5%)
- **Recruits** (42.8%)
- **Good News Week** (44.7%)
- **Supernatural** (44.2%)
- **Talkin' 'bout Your Generation** (54.3%)
- **NCIS** (43.2%)
- **NCIS rpt** (41.9%)
- **Rules of Engagement** (42.5%)
- **Rules of Engagement Ep 2** (43.2%)
- **So You Think You Can Dance US –** (36.2%)
- **The Simpsons** (Mon – Fri) (39.0%)
- **Neighbours** (Mon – Fri) (38.4%)
- **MasterChef Australia** (Mon – Fri) (52.6%)

## AFL

- **Sydney v Collingwood** won its timeslot in total people in Adelaide (39.7%), Melbourne (54.5%) and Perth (37.5%)

## ONE

- ONE had an average Zone 1 audience of 36,000
- **Motorsport: Le Mans 24 Hour Final Stages Live** drew an audience of 92,000 viewers
- On Tuesday, ONE had the top 4 programs on sports channels
- **FIA Formula 1 World Championship 2009 Qualifying** (Britain) drew an audience of 81,000 viewers.

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

	Program	Network
1	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	MASTERCHEF AUSTRALIA	TEN
4	ROVE	TEN
5	NCIS	TEN
6	RECRUITS	TEN
7	GOOD NEWS WEEK	TEN
8	GREY'S ANATOMY	7
9	DESPERATE HOUSEWIVES	7
10	BONES	7

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

	Program	Network
1	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	ROVE	TEN
4	MASTERCHEF AUSTRALIA	TEN
5	GOOD NEWS WEEK	TEN
6	RECRUITS	TEN
7	NCIS	TEN
8	SCRUBS - MON	7
9	DESPERATE HOUSEWIVES	7
10	GREY'S ANATOMY	7

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

	Program	Network
1	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
2	TALKIN' 'BOUT YOUR GENERATION	TEN
3	MASTERCHEF AUSTRALIA	TEN
4	ROVE	TEN
5	NCIS	TEN
6	RECRUITS	TEN
7	NINE NEWS SUNDAY	9
8	GREY'S ANATOMY	7
9	GOOD NEWS WEEK	TEN
10	SEVEN NEWS - SUN	7