

# WEEKLY RATINGS WRAP



## OzTAM survey period 5, week 3 (Week 27)

- Network Ten Total had a prime-time (18:00 – 22:30) network commercial share of 32.3%

### TEN Highlights:

- TEN won the week in 18-49 with a 36.6% share (18.7% up on Week 27, 2008)
- Year-to-date TEN has a 34.2% share in 18-49 (up 2.5% year on year); **#1 Network in 18-49**
- TEN won the week in 16-39 with a 40.0% share (17.5% up on Week 27, 2008)
- Year-to-date TEN has a 37.7% share in 16-39 (up 3.3% year on year); **#1 Network in 16-39**
- TEN won the week in 25-54 with a 34.9% share (23.6% up on Week 27, 2008)
- Year-to-date, TEN has a 32.2% share in 25-54 (up 4.3% year on year)
- Merlin** won its timeslot in all key demographics: 18-49 (36.3%), 16-39 (40.0%), 25-54 (35.3%) and total people (34.5%) - 1.33 m viewers
- MasterChef Australia Challenge** won its timeslot in all key demographics: 18-49 (49.3%), 16-39 (53.0%), 25-54 (49.5%) and total people (43.9%) – 1.90 m viewers
- MasterChef Australia Challenge** was the week's #1 show in total people and 25-54
- Rove** won its timeslot in all key demographics: 18-49 (52.8%), 16-39 (59.2%), 25-54 (49.1%) and total people (43.8%) – draws its best audience of the year with 1.55 m viewers
- Rove** was the week's #1 show in 18-49 and 16-39
- Recruits** drew an audience of the 1.08 m viewers
- Good News Week** won its timeslot won in all key demographics: 18-49 (41.0%), 16-39 (45.1%) and 25-54 (38.6%) – 1.11 m viewers
- Talkin' 'bout Your Generation** won its timeslot in all key demographics: 18-49 (46.7%), 16-39 (48.7%), 25-54 (45.1%) and total people (38.7%); **Tuesday's #1 show in all key demographics** – 1.59 m viewers
- NCIS rpt 1** drew an audience of 1.23 m viewers
- NCIS rpt 2** won its timeslot in 18-49 (34.0%) and 25-54 (33.9%) – 1.15 m viewers
- Michael Jackson: Picking Up The Pieces** won its timeslot in 16-39 (39.8% CSHR) – 1.12 m viewers
- Rules of Engagement** won its timeslot in all key demographics: 18-49 (35.3%), 16-39 (41.3%) and 25-54 (33.7%)
- MasterChef Australia** daily show won its timeslot in 18-49 (46.9%), 16-39 (48.9%), 25-54 (46.5%) and total people (41.4%).
- TEN News at Five** won its 5-6 pm Monday – Friday timeslot in all key demographics; 18-49 (47.7%), 16-39 (49.7%) and 25-54 (47.3%) and total people (44.3%)
- TEN remains the No. 1 network in daytime with an average total audience YTD 290k vs Seven's 263k and Nine's 195k; **TEN News At Five** remains the top daytime program YTD

28 June – 4 July 2009

## TEN: Week 27 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>36.6%</b>	<b>40.0%</b>	<b>34.9%</b>	<b>31.5%</b>
9	29.6%	28.3%	30.5%	32.1%
7	33.8%	31.7%	34.6%	36.4%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>35.5%</b>	<b>38.7%</b>	<b>33.9%</b>	<b>30.9%</b>
9	30.4%	28.8%	31.4%	33.1%
7	34.2%	32.5%	34.7%	35.9%

## 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>34.2%</b>	<b>37.7%</b>	<b>32.2%</b>	<b>29.6%</b>
9	32.7%	31.6%	33.7%	34.1%
7	33.0%	30.7%	34.1%	36.3%

Commercial networks 6pm-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>33.3%</b>	<b>36.4%</b>	<b>31.5%</b>	<b>29.3%</b>
9	33.3%	32.2%	34.3%	34.6%
7	33.3%	31.3%	34.2%	36.1%

Commercial networks 9am-midnight

Network	18-49	16-39	25-54	Ttl Ppl
<b>TEN</b>	<b>34.1%</b>	<b>36.8%</b>	<b>32.9%</b>	<b>31.2%</b>
9	31.6%	30.9%	32.2%	32.7%
7	34.2%	32.3%	34.9%	36.1%

### 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 5, week 3 (Week 27 continued)

28 June – 4 July 2009

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

- **Merlin** (36.3%); also won timeslot in 25-54 (35.3%) and total people (34.5%)
- **MasterChef Australia Challenge** (49.3%); also won timeslot in 25-54 (49.5%) and total people (43.9%)
- **Rove** (52.8%); also won timeslot in 25-54 (49.1%) and total people (43.8%)
- **The Biggest Loser US** (36.8%)
- **Good News Week** (41.0%); also won timeslot in 25-54 (38.6%)
- **Supernatural** (38.1%)
- **Talkin' 'bout Your Generation** (46.7%); also won timeslot in 25-54 (45.1%) and total people (38.7%)
- **NCIS rpt 2** (34.0%); also won timeslot in 25-54 (33.9%)
- **Rules of Engagement** (35.3%) and 25-54 (33.7%)
- **MasterChef Australia** (Mon – Fri) (46.9%); also won timeslot in 25-54 (46.5%) and total people (41.4%)

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

- **Merlin** (40.0%)
- **MasterChef Australia Challenge** (53.0%)
- **Rove** (59.2%)
- **The Biggest Loser US** (42.9%)
- **Good News Week** (45.1%)
- **Supernatural** (43.9%)
- **Talkin' 'bout Your Generation** (48.7%)
- **Michael Jackson: Picking Up The Pieces** (39.8%)
- **Rules of Engagement** (41.3%)
- **Rules of Engagement Rpt** (40.9%)
- **The Simpsons** (Mon – Fri) (38.5%)
- **Neighbours** (Mon – Fri) (39.2%)
- **MasterChef Australia** (Mon – Fri) (48.9%)

## AFL

- **Melbourne v West Coast** won its timeslot in total people in Perth (85.9%) and Melbourne (48.7%)
- **Western Bulldogs v Hawthorn** won its timeslot in total people in Melbourne (46.1%)
- **Port Adelaide v Brisbane Lions** won its timeslot in total people in Adelaide (62.7%)
- **Richmond v Adelaide** won its timeslot in total people in Adelaide (50.5%)
- **Before The Game** won its timeslot in total people in Melbourne (42.2%)

## ONE

- ONE had an average Zone 1 audience of 38,000 viewers
- **One Week At A Time** drew an audience of 73,000 viewers (peaking at 130,000 viewers)
- On Tuesday, ONE had the top three programs on sports channels with **Sports Tonight**, **Isle of Man Tourist Trophy Rpt** and **NASCAR Sprint Cup 2009 Highlights**
- On Wednesday, ONE had 3 of the top 5 shows, including the #1 show, on sports channels.
- **Thursday Night Live** was Thursday's #1 show on sports channels, drawing an audience of 86,000 viewers, up 19,000 viewers on Week 26.

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

	Program	Network
1	ROVE	TEN
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	TALKIN' 'BOUT YOUR GENERATION	TEN
4	MASTERCHEF AUSTRALIA	TEN
5	GOOD NEWS WEEK	TEN
6	THE CHASER'S WAR ON EVERYTHING-EV	ABC1
7	GREY'S ANATOMY	7
8	SPICKS AND SPECKS-EV	ABC1
9	NINE NEWS SUNDAY	9
10	THE MICHAEL JACKSON STORY	7

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

	Program	Network
1	ROVE	TEN
2	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
3	TALKIN' 'BOUT YOUR GENERATION	TEN
4	MASTERCHEF AUSTRALIA	TEN
5	GOOD NEWS WEEK	TEN
6	THE CHASER'S WAR ON EVERYTHING-EV	ABC1
7	GREY'S ANATOMY	7
8	MICHAEL JACKSON: PICKING UP THE PIECES	TEN
9	THE MICHAEL JACKSON STORY	7
10	THANK GOD YOU'RE HERE	7

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

	Program	Network
1	MASTERCHEF AUSTRALIA - CHALLENGE	TEN
2	ROVE	TEN
3	TALKIN' 'BOUT YOUR GENERATION	TEN
4	MASTERCHEF AUSTRALIA	TEN
5	SPICKS AND SPECKS-EV	ABC1
6	SEVEN NEWS - SUN	7
7	THE CHASER'S WAR ON EVERYTHING-EV	ABC1
8	PACKED TO THE RAFTERS	7
9	THE MICHAEL JACKSON STORY	7
10	GREY'S ANATOMY	7