

TEN: THE ONLY NETWORK WITH YEAR-ON-YEAR AUDIENCE GAINS IN TOTAL PEOPLE AND ALL KEY DEMOS – SERIOUSLY!

#1 in 18-49

#1 in 16-39

Gaining in 25-54

First-Half Highlights (weeks 7 – 28 excl Easter)*

OzTAM Survey Periods 1 – 5, 2009

- Year-to-date TEN is winning in 18-49, 16-39, under 55s and daytime
- TEN's YTD total audience is up by 6.0%; YTD share is up by 5.3%
- TEN is the only network with year on year audience gains in both total people and all key demographics
- The median age of TEN's audience = 36 v Seven's = 48 v Nine's = 46 (Australia = 37)
- TEN delivers 5 new hit shows in the first half of 2009: **Talkin' 'bout Your Generation, MasterChef Australia, Merlin, Recruits and Lie To Me**
- Talkin' 'bout Your Generation** is Australia's favourite comedy with an average audience of 1.65 million viewers
- MasterChef Australia – Challenge** is Australia's highest rating new reality series with an average audience of 1.71 million viewers
- MasterChef Australia** (daily show) dominates its timeslot in all key demos and total people, drawing an average audience of 1.44 million viewers
- Merlin** is Australia's favourite new international drama with an average audience of 1.36 million viewers
- Recruits** has an average audience of 1.22 million viewers
- Lie to Me** is Australia's favourite new US drama with an average audience of 1.10 million viewers
- NCIS** is the No.1 US series on Australian TV with an average audience of 1.48m, an increase of 4.0% year-on-year.

Free-To-Air Commercial networks: 6pm–10.30pm (Zone 1) (weeks 7-28 2008 v 2009 excl Easter)

Year	Demo	TEN	Nine	Seven
2008	18-49	33.4%	34.1%	32.5%
2009	18-49	34.3%	32.6%	33.1%
	+/- %	2.7%	-4.5%	2.0%
2008	16-39	36.6%	33.2%	30.2%
2009	16-39	37.8%	31.4%	30.8%
	+/- %	3.3%	-5.3%	1.8%
2008	25-54	30.9%	35.3%	33.8%
2009	25-54	32.3%	33.5%	34.1%
	+/- %	4.5%	-4.9%	0.9%
2008	Ttl Ppl	28.2%	35.8%	36.0%
2009	Ttl Ppl	29.7%	33.9%	36.4%
	+/- %	5.3%	-5.3%	1.2%

TEN's chief programming officer, David Mott:

"TEN had a strong start to the year, achieving increases in both audience and share across key demographics and total people.

We are the network of choice for viewers under 55. We are number 1 in 18-49, 16-39 and daytime, and we continue to gain ground in 25-54 and total viewers.

At the half-way mark, TEN has delivered five of the year's new hits with **Talkin' 'bout Your Generation, MasterChef Australia, Merlin, Recruits and Lie To Me**. These shows have complemented our successful first-half line-up of local and international hits including **Rove, Bondi Rescue, The Biggest Loser and NCIS**.

TEN News At Five continues to dominate at 5pm, out-rating the competition's line-up and significantly increasing its year-on-year audience by 12.5%.

MasterChef Australia has taken Australia by storm, steadily building a dedicated audience both on-air and on-line. We are delighted that this must-watch Australian-made show has got people cooking, talking, blogging, if not dreaming about food.

We are in a strong position heading into the second half of the ratings year with the **AFL Grand Final** returning to TEN, as well as proven favourites **Are You Smarter Than A 5th Grader?**, superb Australian drama **Rush**, a 2-hour 'super Sunday' **Australian Idol** and all new episodes of **NCIS, Lie To Me, House, Rove and Good News Week** joining new shows **Glee, Celebrity MasterChef and The 7PM Project**.

The 7PM Project is a major commitment for the Network. This daily irreverent look at the day's news will screen five nights a week in the hotly contested early evening timeslot. This is the first time we've done a nightly program of this genre and across this time frame.

This show has all the hallmarks of a game changer for TEN. We believe it will speak to our core demographics, becoming a regular source of news and entertainment for them, and creating a firm springboard for the evening line-up throughout the year. We anticipate **The 7PM Project**, as it develops and finds its audience, will deliver consistently improved ratings in that timeslot compared with the second half of 2008.

With our now-proven new and continuing shows, TEN is doing well in 2009 so far, and promises to deliver again in the second half of 2009 and into 2010."

*OzTAM survey weeks 7-28, 2009 v 2008, excl Easter. Metro comm primetime (1800-2230) share, Sun-Sat; Metro comm daytime (0900-1800) share, Mon-Fri. Unless otherwise noted, all figures relate to metro (5 mainland capital cities) and exclude digital terrestrial channels.

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First-Half Highlights (weeks 7 – 28 excl Easter) continued OzTAM Survey Periods 1 – 5, 2009

- **TEN wins 3 of the first 5 survey periods of 2009 in 18-49**
- Year-to-date TEN is #1 in 18-49; TEN's commercial share in 18-49 is up by 2.7% on the same period last year
- TEN scores 5 of the top 10 shows in 18-49 with **The Biggest Loser – The Winner Announced** at No. 1
- **TEN wins all 5 survey periods of 2009 in 16-39**
- Year-to-date TEN is #1 in 16-39; TEN's commercial share in 16-39 is up by 3.3% on the same period last year
- TEN scores 7 of the top 10 shows in 16-39 with **The Biggest Loser – The Winner Announced** at No. 1
- TEN's YTD audience in 25-54 is up by 7.1%; share is up by 4.5%; TEN's highest ever commercial share in 25-54
- TEN is the clear leader in daytime (9am – 6pm Monday – Friday) in all key daytime demographics, including 25-54s and GBs with kids and total people.
- **TEN News At Five** is Australia's favourite daytime program with year-on-year audience gains of 12.5%

Top 20 programs (total people) (weeks 7–28 excl Easter)

	Program	Network	Ttl Ppl
1	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9	2,322,000
2	UNDERBELLY: A TALE OF TWO CITIES	9	2,158,000
3	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	2,134,000
4	THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED	TEN	2,094,000
5	PACKED TO THE RAFTERS	7	1,880,000
6	THE BIGGEST LOSER (AUS) - FINALE NIGHT	TEN	1,798,000
7	MASTERCHEF AUSTRALIA - CHALLENGE	TEN	1,707,000
8	TV WEEK LOGIE AWARDS ARRIVALS	9	1,698,000
9	SEVEN NEWS - SUN	7	1,667,000
10	51ST ANNUAL TV WEEK LOGIE AWARDS	9	1,652,000
11	TALKIN' 'BOUT YOUR GENERATION	TEN	1,648,000
12	SEVEN NEWS - EXTENDED - BUSHFIRE DISASTER EDITION	7	1,637,000
13	TWENTY/20 - AUSTRALIA V NEW ZEALAND	9	1,626,000
14	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - PRE MATCH	9	1,590,000
15	A LION CALLED CHRISTIAN	7	1,587,000
16	DANCING WITH THE STARS 9	7	1,579,000
17	ONE DAY CRICKET - AUSTRALIA V NEW ZEALAND GAME 3 SESSION 2	9	1,567,000
18	SEVEN NEWS	7	1,563,000
19	BORDER SECURITY - AUSTRALIA'S FRONT LINE	7	1,550,000
20	SEVEN NEWS EXTENDED - BUSHFIRE DISASTER EDITION	7	1,539,000

2009 at-a-glance (weeks 7–28 excl Easter)

Free-To-Air Commercial networks 6pm–10.30pm (Zone 1)

	TEN	Nine	Seven
18-49	34.3%	32.6%	33.1%
16-39	37.8%	31.4%	30.8%
25-54	32.3%	33.5%	34.1%
Ttl Ppl	29.7%	33.9%	36.4%

Free-To-Air Commercial networks 6pm–midnight

	TEN	Nine	Seven
18-49	33.4%	33.2%	33.4%
16-39	36.5%	32.1%	31.4%
25-54	31.6%	34.1%	34.3%
Ttl Ppl	29.3%	34.5%	36.2%

Five Free-To-Air networks 6pm–10.30pm (Zone 1)

	TEN	Nine	Seven	ABC1	SBS ONE
18-49	29.0%	27.5%	28.0%	10.3%	5.2%
16-39	32.6%	27.1%	26.5%	8.7%	5.1%
25-54	26.8%	27.8%	28.3%	11.7%	5.3%
Ttl Ppl	23.2%	26.5%	28.5%	16.5%	5.4%

Five Free-To-Air networks 6pm–midnight

	TEN	Nine	Seven	ABC1	SBS ONE
18-49	28.2%	28.1%	28.3%	9.9%	5.5%
16-39	31.5%	27.7%	27.1%	8.4%	5.3%
25-54	26.2%	28.4%	28.5%	11.3%	5.5%
Ttl Ppl	23.0%	27.0%	28.4%	16.1%	5.6%

All ratings data: OzTAM. Unless otherwise noted, all share figures relate to metro (5 mainland capital cities) and exclude digital terrestrial channels.

Digital Media at-a-glance

Total Video Views (all websites) 2008 v 2009

	2008	2009	% Increase
Jan – Mar	3,670,422	8,048,194	19%
Apr – Jun	9,887,906	15,646,451	58%
Total	13,558,328	23,694,645	75%

The Biggest Loser Website 2008 v 2009

	2008	2009	% Increase
Season Totals	1 Feb – 3 May	1 Feb – 2 May	
Page Views	11,034,068	15,915,960	44%
Video Views	1,045,657	4,242,274	306%
Av Time Spent	10:19	16:15	58%

MasterChef Australia Website 2009

	2009
Season Totals	(Wks 18-27)
Page Views	22,035,752
Video Views	5,703,622
Av Time Spent	16:29
Av unique daily browsers	35,733

18-49 timeslot winners (CSHR) (weeks 7-28 excl Easter)

- **Talkin' 'bout Your Generation** (49.9%)
- **MasterChef Australia – Challenge** (48.0%)
- **Ten News at Five** (47.3%)
- **MasterChef Australia** (Mon – Fri) (45.0%)
- **Rove** (42.8%)
- **So You Think You Can Dance Australia** (40.5%)
- **The Biggest Loser – Weigh In** (39.9%)
- **Merlin** (38.6%)
- **Ten News at Five Sat** (38.6%)
- **NCIS** (38.5%)
- **Bondi Rescue** (38.4%)
- **NCIS rpt** (38.1%)
- **The Biggest Loser** (Tues – Fri) (38.0%)
- **Lie to Me** (37.0%)
- **The Biggest Loser – Elimination** (36.5%)
- **House** (35.7%)
- **The All New Simpsons** Fri (34.2%)
- **Rules of Engagement** (34.0%)

16-39 timeslot winners (CSHR) (weeks 7-28 excl Easter)

- **Talkin' 'bout Your Generation** (53.2%)
- **Ten News at Five** (51.5%)
- **MasterChef Australia - Challenge** (51.2%)
- **Rove** (49.0%)
- **MasterChef Australia** (Mon – Fri) (47.7%)
- **So You Think You Can Dance Australia** (46.8%)
- **The Biggest Loser – Weigh In** (44.1%)
- **Merlin** (41.0%)
- **The All New Simpsons** Fri (40.8%)
- **The Biggest Loser** (Tues – Fri) (40.7%)
- **Bondi Rescue** (40.7%)
- **Rules of Engagement** (40.3%)
- **Supernatural** (40.2%)
- **Ten News at Five Sat** (40.1%)
- **House** (39.7%)
- **The Biggest Loser – Elimination** (39.5%)
- **NCIS** (38.8%)
- **NCIS rpt** (38.0%)
- **Lie to Me** (37.6%)
- **Neighbours** (38.9%)
- **The Simpsons** (Mon – Fri) (38.4%)
- **The Biggest Loser US** (37.3%)
- **Sports Tonight Sat** (37.0%)
- **The Simpsons Friday** (36.8%)
- **So You Think You Can Dance US** (34.7%)

Top 20 programs (18-49) (weeks 7-28 excl Easter)

	Program	Network	Ppl 18-49
1	THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED	TEN	1,312,000
2	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9	1,142,000
3	UNDERBELLY: A TALE OF TWO CITIES	9	1,123,000
4	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	1,076,000
5	THE BIGGEST LOSER (AUS) - FINALE NIGHT	TEN	1,057,000
6	MASTERCHEF AUSTRALIA - CHALLENGE	TEN	931,000
7	TALKIN' 'BOUT YOUR GENERATION	TEN	930,000
8	51ST ANNUAL TV WEEK LOGIE AWARDS	9	846,000
9	PACKED TO THE RAFTERS	7	826,000
10	SO YOU THINK YOU CAN DANCE AUSTRALIA - THE WINNER ANNOUNCED	TEN	822,000
11	TV WEEK LOGIE AWARDS ARRIVALS	9	806,000
12	MASTERCHEF AUSTRALIA - AUDITION 1	TEN	804,000
13	THE BIGGEST LOSER (AUS) - THE FINAL WEIGH-IN	TEN	788,000
14	MASTERCHEF AUSTRALIA	TEN	764,000
15	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - PRE MATCH	9	756,000
16	SO YOU THINK YOU CAN DANCE AUSTRALIA	TEN	752,000
17	NCIS	TEN	743,000
18	NINE NEWS SPECIAL -VICTORIAN BUSHFIRES	9	729,000
19	SO YOU THINK YOU CAN DANCE AUSTRALIA - TOP 100 PART 1	TEN	708,000
20	ROVE	TEN	708,000

Top 20 programs (16-39) (weeks 7-28 excl Easter)

	Program	Network	Ppl 16-39
1	THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED	TEN	940,000
2	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9	826,000
3	THE BIGGEST LOSER (AUS) - FINALE NIGHT	TEN	764,000
4	UNDERBELLY: A TALE OF TWO CITIES	9	746,000
5	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	727,000
6	TALKIN' 'BOUT YOUR GENERATION	TEN	664,000
7	MASTERCHEF AUSTRALIA - CHALLENGE	TEN	650,000
8	SO YOU THINK YOU CAN DANCE AUSTRALIA - THE WINNER ANNOUNCED	TEN	614,000
9	MASTERCHEF AUSTRALIA - AUDITION 1	TEN	580,000
10	THE BIGGEST LOSER (AUS) - THE FINAL WEIGH-IN	TEN	575,000
11	SO YOU THINK YOU CAN DANCE AUSTRALIA	TEN	571,000
12	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - PRE MATCH	9	562,000
13	MELBOURNE INTERNATIONAL COMEDY FESTIVAL GALA 2009	TEN	550,000
14	MASTERCHEF AUSTRALIA	TEN	540,000
15	SO YOU THINK YOU CAN DANCE AUSTRALIA - FINALE NIGHT	TEN	540,000
16	ROVE	TEN	539,000
17	51ST ANNUAL TV WEEK LOGIE AWARDS	9	537,000
18	SO YOU THINK YOU CAN DANCE AUSTRALIA - TOP 100 PART 1	TEN	531,000
19	TV WEEK LOGIE AWARDS ARRIVALS	9	528,000
20	PACKED TO THE RAFTERS	7	523,000

Total People timeslot winners: Prime-time (6pm-10.30pm) and Daytime (9am-6pm Mon – Fri) (CSHR) (weeks 7–28 excl Easter)

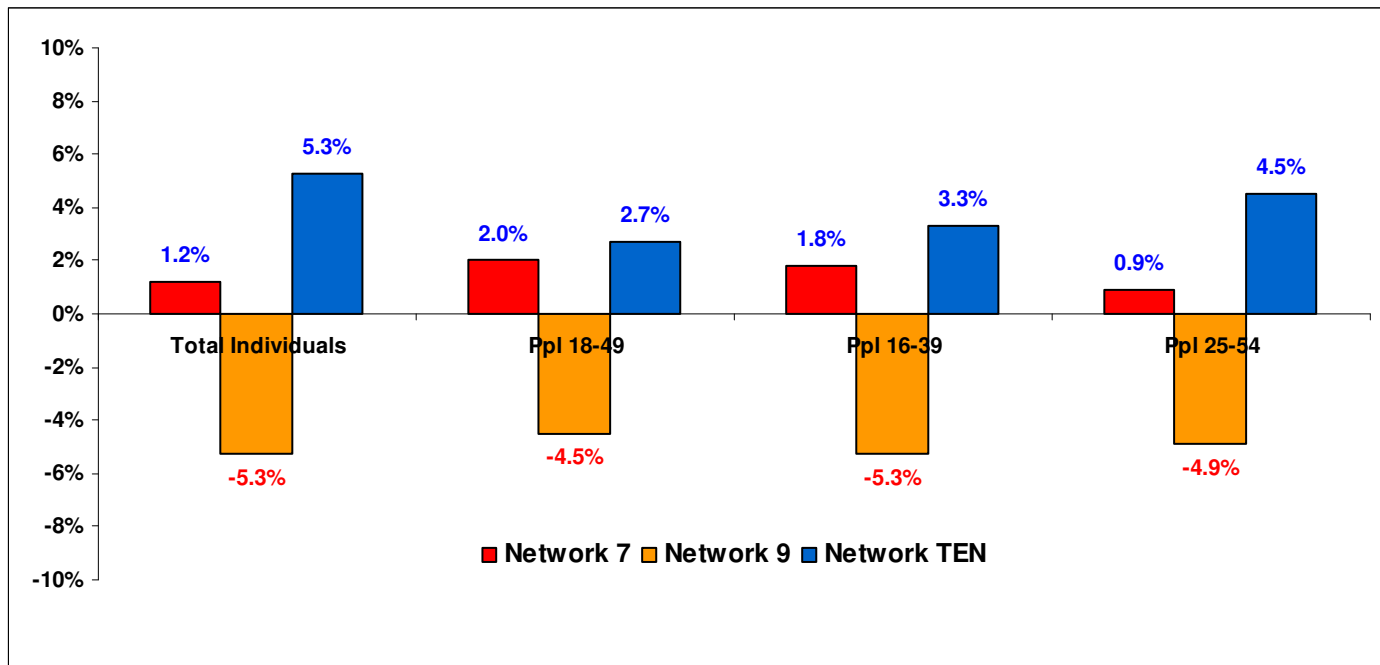
- **Huey's Cooking Adventures** (66.9%)
- **Everybody Loves Raymond rpt** (63.3%)
- **Friends rpt** (61.8%)
- **Judge Judy** (53.0%)
- **The Bold and the Beautiful** (44.8%)
- **Ten News at Five** (43.2%)
- **Talkin' 'bout Your Generation** (41.0%)
- **MasterChef Australia - Challenge** (41.0%)
- **Ready Steady Cook** (39.6%)
- **MasterChef Australia (Mon – Fri)** (38.9%)
- **NCIS** (38.7%)
- **Ten News at Five Sat** (38.0%)
- **NCIS rpt** (37.0%)
- **Recruits** (36.0%)
- **Merlin** (35.5%)

Top 20 programs (25–54) (weeks 7–28 excl Easter)

	Program	Network	Ppl 25-54
1	THE BIGGEST LOSER (AUS) - THE WINNER ANNOUNCED	TEN	1,302,000
2	UNDERBELLY: A TALE OF TWO CITIES	9	1,198,000
3	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	9	1,140,000
4	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	1,093,000
5	THE BIGGEST LOSER (AUS) - FINALE NIGHT	TEN	1,060,000
6	MASTERCHEF AUSTRALIA - CHALLENGE	TEN	961,000
7	TALKIN' 'BOUT YOUR GENERATION	TEN	903,000
8	51ST ANNUAL TV WEEK LOGIE AWARDS	9	885,000
9	PACKED TO THE RAFTERS	7	880,000
10	TV WEEK LOGIE AWARDS ARRIVALS	9	837,000
11	MASTERCHEF AUSTRALIA - AUDITION 1	TEN	818,000
12	SO YOU THINK YOU CAN DANCE AUSTRALIA - THE WINNER ANNOUNCED	TEN	809,000
13	THE BIGGEST LOSER (AUS) - THE FINAL WEIGH-IN	TEN	805,000
14	NINE NEWS SPECIAL -VICTORIAN BUSHFIRES	9	789,000
15	MASTERCHEF AUSTRALIA	TEN	776,000
16	NCIS	TEN	770,000
17	ONE DAY CRICKET - AUSTRALIA V NEW ZEALAND GAME 3 SESSION 2	9	765,000
18	TWENTY/20 - AUSTRALIA V NEW ZEALAND	9	761,000
19	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - PRE MATCH	9	760,000
20	SO YOU THINK YOU CAN DANCE AUSTRALIA	TEN	717,000

Year on Year Zone 1 Commercial Share Variance (%)

Weeks 7–28 2008 v 2009 (excl Easter)



Year on Year Zone 1 Audience Variance (%)

Weeks 7–28 2008 v 2009 (excl Easter)

