

TEN CONTINUES TO DELIVER THE SWEET TASTE OF SUCCESS

TEN wins Survey Period 4 in 18-49 and 16-39

Year-to-date TEN is No 1 in 18-49

Year-to-date TEN is No 1 in 16-39

Year-to-date TEN is No 1 in daytime

15 June 2009

Network Ten takes the lead as Australia's No 1 prime-time Network in people under 50. During Survey Period 4, TEN consolidated its No 1 position in 16-39 and daytime and took the No 1 position in 18-49.

- Year-to-date, **TEN is No 1 in 18-49** (33.7% share). TEN wins Survey Period 4 in 18-49 with a 35.1% share (up 8.8% on Survey Period 4, 2008).
- Year-to-date, **TEN remains No 1 in 16-39** (37.2% share). TEN wins Survey Period 4 in 16-39 with a 38.6% share (up 9.6% on survey period 4, 2008).
- Year-to-date, **TEN remains No 1 in daytime** (38.9% share). TEN wins Survey Period 4 in daytime with a 39.4% share (up 2.6% on Survey Period 4, 2008).
- Year-to-date, **TEN is No 1 at 5pm** (Monday – Friday), consistently winning the 5 – 6pm timeslot in all key demographics and total people (audience up 13% year on year). TEN has been No 1 at 5pm every week of the 2009 survey year.

TEN's local and international line-up of new and established favourites continues to attract large audiences in the key under-50s market.

- **Merlin** remains Australia's favourite new international drama series of 2009, drawing an average season audience of 1.36 million viewers and winning its timeslot in all key demographics and total people.
- **MasterChef Australia Challenge** spices up Sunday night, drawing an average weekly audience of 1.52 million viewers and consistently winning its timeslot in all key demographics and total people.
- **MasterChef Australia** daily show is Australia's favourite culinary delight, dominating its timeslot in 18-49 (42.2%), 16-39 (45.3%), 25-54 (41.3%) and total people (35.9%), drawing an average weekly audience of 1.29 million viewers.

- Hits on the **MasterChef Australia** website (www.masterchef.com.au) continue to track north, generating 11.33 million page views and 2.95 million video views for the season, with visitors spending an average of 15 minutes browsing the site.
- TEN dominates Tuesday night prime-time with the winning line-up of **MasterChef Australia**, **Talkin' 'bout Your Generation** and a double-serving of **NCIS**.
- **Talkin' 'bout Your Generation** moves into poll position as Australia's most-watched comedy, drawing an average weekly audience of 1.63 million viewers and dominating its timeslot in 18-49 (49.8%), 16-39 (53.7%), 25-54 (47.2%) and total people (40.7%).
- **NCIS** remains Australia's favourite US drama, drawing an average weekly audience of 1.47 million viewers. Year-to-date **NCIS** is Australia's most-watched US series in all key demographics.
- **TEN News at Five** (Monday – Friday) is the top daytime program, with an average audience of 949,000 viewers.
- Year-to-date TEN is No 1 in 18-49, with 6 of the top 10 shows in 18-49:

#1	The Biggest Loser - The Winner Announced	TEN	1.31 m
#2	State of Origin – Match 1	Nine	1.14 m
#3	Underbelly: A Tale of Two Cities	Nine	1.12 m
#4	The Biggest Loser – Finale Night	TEN	1.06 m
#5	Talkin' 'bout Your Generation	TEN	928 k
#6	51 st Annual TV Week Logie Awards	Nine	846 k
#7	MasterChef Australia Challenge	TEN	831 k
#8	Dance Australia – The Winner Announced	TEN	822 k
#9	TV Week Logie Awards Arrivals	Nine	806 k
#10	MasterChef Australia – Audition 1	TEN	804 k

- Year-to-date TEN is No 1 in 16-39, with 8 of the top 10 shows in 16-39:

#1	The Biggest Loser - The Winner Announced	TEN	940 k
#2	State of Origin – Match 1	Nine	826 k
#3	The Biggest Loser - Finale Night	TEN	764 k
#4	Underbelly: A Tale of Two Cities	Nine	746 k
#5	Talkin' 'bout Your Generation	TEN	665 k
#6	Dance Australia – The Winner Announced	TEN	614 k
#7	MasterChef Australia Challenge	TEN	581 k
#8	MasterChef Australia – Audition 1	TEN	580 k
#9	The Biggest Loser – The Final Weigh In	TEN	575 k
#10	Dance Australia	TEN	571 k

Please note: Any reference to or reporting of ratings data in this release must be sourced OzTAM. 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, Week 7 – Week 24 2009 (excluding Easter). Survey Period 4 refers to Weeks 21 – 24 of the 2009 survey year. Top program figures refer to first-run episodes.

For more information, please contact:

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