

the early news

OzTAM survey period 5, week 2 (24 – 30 June, 2007)

Highlights of week 26*

- **TEN competitive** in 18-49 (33.8% CSHR)
- **TEN secures four of the top ten programs in 18-49 and five in 16-39**
- **Big Brother dominates its Mon-Fri timeslot** in 18-49 and 16-39 with 39.7% and 44.8% CSHRs
- **Big Brother Live Nominations and Big Brother Friday Night Live** win timeslots in 18-49; each show secures more than 1m viewers
- **Timeslot win for The All New Simpsons in 18-49** (CSHR 40.9%) vs It Takes Two; 1.19m viewers
- **The Simpsons Tues no 1 show of the night in 18-49** (41.6% CSHR) vs It Takes Two; 1.24m viewers
- **Wed night win for TEN in 18-49** (38.8% CSHR)
- **Encore performance of NCIS wins hour in 18-49** (39.5% CSHR); 1.16m viewers
- **House wins timeslot in 18-49** (48.4% CSHR); secures 1.40m viewers
- **TEN wins Fri night in 18-49** (37.2% CSHR)
- **TEN No 1 network in daytime*** in key demos ppl 25-54, GBs with children and ttl ppl. Av commercial share (ttl ppl) 9am-5pm: TEN: 39.0%; Seven: 33.4%; Nine: 27.5%

Week 26 at a glance:

Commercial networks 6pm-10.30pm (Zone 1)

Network	Ppl 18-49	Ppl 16-39	Total Ppl	Ppl 50+
TEN	33.8%	37.4%	27.8%	16.1%
Nine	30.3%	28.1%	35.3%	44.1%
Seven	35.8%	34.5%	36.9%	39.8%

Commercial networks 6pm-midnight

Network	Ppl 18-49	Ppl 16-39	Total Ppl	Ppl 50+
TEN	33.4%	36.6%	27.9%	16.9%
Nine	30.0%	28.0%	34.8%	43.4%
Seven	36.6%	35.3%	37.3%	39.7%

Five networks 6pm-midnight

Network	Ppl 18-49	Ppl 16-39	Total Ppl	Ppl 50+
TEN	27.6%	31.2%	21.7%	11.8%
Nine	24.8%	23.8%	27.1%	30.3%
Seven	30.2%	30.0%	29.0%	27.7%
ABC	12.4%	10.3%	17.0%	24.1%
SBS	5.0%	4.7%	5.1%	6.0%

*9am-5pm CSHR, Mon-Fri, wks 7-26 2007 excl Easter

*TEN reports five city metro commercial network share (CSHR) for prime time (Zone 1, 6-10.30pm) as that is the basis on which TV networks negotiate with advertisers. To prove we're not hiding anything, we include five network, 6pm-midnight shares, too.

TEN targets viewers under 50. In 2006 TEN won its sixth consecutive ratings year in the 16-39 demographic and for the first time also won the U.S. benchmark 18-49 demographic, which accounts for around 75% of advertisers' TV budgets.



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Top 20 programs (18-49) – week 26

	Program	Network
1	GREY'S ANATOMY	7
2	DESPERATE HOUSEWIVES	7
3	HOUSE	TEN
4	THE SIMPSONS TUES	TEN
5	HOW I MET YOUR MOTHER	7
6	NCIS RPT	TEN
7	HEROES	7
8	THAT '70S SHOW	7
9	THE ALL NEW SIMPSONS	TEN
10	60 MINUTES	9
11	SPICKS AND SPECKS-EV	ABC
12	LOST	7
13	BIG BROTHER DOUBLE LIVE EVICTION	TEN
14	BIG BROTHER LIVE NOMINATION	TEN
15	IT TAKES TWO	7
16	ALL SAINTS	7
17	THE CHASER'S WAR ON REPEATS-EV	ABC
18	UGLY BETTY	7
19	CSI: CRIME SCENE INVESTIGATION	9
20	POLICE FILES - UNLOCKED	7

Top 20 programs (16-39) – week 26

	Program	Network
1	GREY'S ANATOMY	7
2	THE SIMPSONS TUES	TEN
3	HOUSE	TEN
4	DESPERATE HOUSEWIVES	7
5	THE ALL NEW SIMPSONS	TEN
6	HOW I MET YOUR MOTHER	7
7	NCIS RPT	TEN
8	HEROES	7
9	THAT '70S SHOW	7
10	BIG BROTHER DOUBLE LIVE EVICTION	TEN
11	LOST	7
12	BIG BROTHER LIVE NOMINATION	TEN
13	PRISON BREAK - ON THE RUN	7
14	60 MINUTES	9
15	BIG BROTHER - FRIDAY NIGHT LIVE	TEN
16	BIG BROTHER SUN	TEN
17	BIG BROTHER	TEN
18	UGLY BETTY	7
19	WHAT ABOUT BRIAN	7
20	SPICKS AND SPECKS-EV	ABC

Timeslot wins, 18-49 (CSHR) – week 26

Big Brother Sunday (34.6%)
Big Brother Live Nominations (38.6%); 1.04m viewers
Big Brother Friday Night Live (40.5%); 1.09m viewers
Big Brother Mon-Fri (39.7%)
The All New Simpsons (40.9%); 1.19m viewers – against
Crime & Justice and It Takes Two
The Simpsons Tues (41.6%); 1.24m viewers – no 1 show
Tues in 18-49
NCIS Rpt (39.5%); 1.16m viewers
House (48.4%); 1.40m viewers
Clueless movie (40.7%)

Timeslot wins, 16-39 (CSHR) – week 26

Big Brother Sunday (40.0%)
Big Brother Live Nominations (42.5%)
Big Brother Friday Night Live (45.7%)
Big Brother Mon-Fri (44.8%)
Hamish & Andy's Real Stories Rpt (36.5%)
The All New Simpsons (48.2%)
The Simpsons Tues (49.4%)
The Simpsons Mon-Fri (36.3%)
NCIS Rpt (42.5%)
House (52.3%)
Clueless movie (46.6%)
Neighbours Mon-Fri (40.7%)

Sport, News & other good news – week 26

TEN News at Five – wins 5-6pm Mon-Fri slot in all major
 demos: 18-49, 43.7%; 25-54, 42.1%; Ttl Ppl, 39.6%
TEN's Saturday Night AFL Brisbane vs Port Adelaide –
 ttl ppl timeslot win in Adelaide (42.6% CSHR); Fremantle v
 Carlton – ttl ppl timeslot win in Perth (42.4% CSHR)
Big Brother Dbl Live Eviction competitive 18-49 result
 (32.4% CSHR); 1.12m viewers
Torchwood competitive 18-49 result (35.7% CSHR)
Law & Order: SVU Rpt and **Law & Order: Criminal**
Intent secure over 1m viewers

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2007 at a glance (weeks 7-26 excl Easter)

Commercial networks 6pm-10.30pm (Zone I)

Network	TEN	Nine	Seven
18-49	33.6%	30.4%	36.0%
16-39	36.6%	28.5%	34.9%
25-54	30.5%	32.4%	37.1%
Ttl Ppl	27.7%	34.7%	37.6%
Ppl 50+	15.9%	43.0%	41.1%

Five networks 6pm-10.30pm (Zone I)

Network	TEN	Nine	Seven	ABC	SBS
18-49	28.0%	25.4%	30.1%	11.3%	5.3%
16-39	31.3%	24.4%	29.8%	9.5%	5.0%
25-54	25.0%	26.6%	30.4%	12.8%	5.3%
Ttl Ppl	21.6%	27.0%	29.3%	16.8%	5.3%
Ppl 50+	11.0%	29.7%	28.4%	24.8%	6.1%

Commercial networks 6pm-midnight

Network	TEN	Nine	Seven
18-49	32.8%	31.1%	36.1%
16-39	35.6%	29.3%	35.1%
25-54	30.0%	33.0%	37.0%
Ttl Ppl	27.5%	35.1%	37.4%
Ppl 50+	16.6%	43.0%	40.4%

Five networks 6pm-midnight

Network	TEN	Nine	Seven	ABC	SBS
18-49	27.4%	26.0%	30.2%	10.8%	5.5%
16-39	30.5%	25.1%	30.1%	9.1%	5.3%
25-54	24.7%	27.2%	30.4%	12.3%	5.5%
Ttl Ppl	21.5%	27.4%	29.3%	16.2%	5.5%
Ppl 50+	11.6%	29.9%	28.2%	24.1%	6.2%

Top 25 programs (total people) – week 26

	Program	Network	Audience
1	IT TAKES TWO	7	1,717,000
2	60 MINUTES	9	1,706,000
3	GREY'S ANATOMY	7	1,595,000
4	SEVEN NEWS - SUN	7	1,548,000
5	SEVEN NEWS	7	1,545,000
6	NATIONAL NINE NEWS SUNDAY	9	1,495,000
7	CSI: CRIME SCENE INVESTIGATION	9	1,462,000
8	ALL SAINTS	7	1,435,000
9	DESPERATE HOUSEWIVES	7	1,422,000
10	1 VS 100	9	1,416,000
11	TODAY TONIGHT	7	1,405,000
12	HOUSE	TEN	1,404,000
13	RPA WHERE ARE THEY NOW?	9	1,400,000
14	CSI: MIAMI	9	1,397,000
15	SPICKS AND SPECKS-EV	ABC	1,348,000
16	WHERE ARE THEY NOW	7	1,332,000
17	NATIONAL NINE NEWS	9	1,326,000
18	GETAWAY	9	1,323,000
19	BACKYARD BLITZ	9	1,308,000
20	WHAT'S GOOD FOR YOU	9	1,298,000
21	SEVEN NEWS - SAT	7	1,269,000
22	UGLY BETTY	7	1,266,000
23	THE RICH LIST	7	1,264,000
24	MCLEOD'S DAUGHTERS	9	1,264,000
25	BETTER HOMES AND GARDENS	7	1,261,000

All ratings data: OzTAM

Unless otherwise noted, all share figures relate to metro (5 mainland capital cities) commercial prime time (Zone I: 6-10.30pm) share.

Program performance and ranking information is based on OzTAM preliminary times and subject to change with confirmed program logs

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