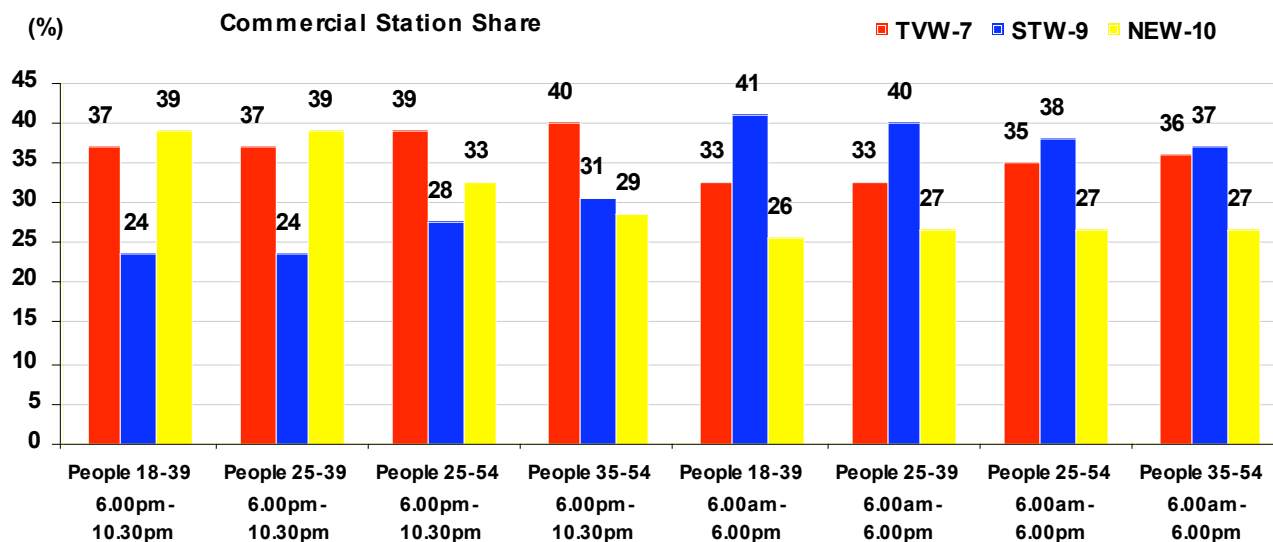


WEEK IN REVIEW

w/c February 7 - 13, 2010

Television

W/C 07/02/10 – 13/02/10



Top 5 Prime Time Programmes – People 18-39

1. Tuesday	2040-2140	NCIS	New-10	12.0
2. Sunday	2040-2140	The Good Wife	NEW-10	11.8
3. Monday	2040-2140	Desperate Housewives	TVW-7	10.5
4. Tuesday	1930-2030	My Kitchen Rules	TVW-7	9.9
5. Monday	2030-2200	Good News Week	NEW-10	9.7

Top 5 Prime Time Programmes People 25-39

1. Sunday	2040-2140	The Good Wife	NEW-10	16.0
2. Monday	2040-2140	Desperate Housewives	TVW-7	13.8
3. Tuesday	2040-2140	NCIS	NEW-10	13.6
4. Tuesday	1930-2030	My Kitchen Rules	TVW-7	12.1
5. Monday	2140-2240	Brothers and Sisters	TVW-7	11.6

Top 5 Prime Time Programmes People 25-54

1. Sunday	2040-2140	The Good Wife	NEW-10	14.3
2. Tuesday	2040-2140	NCIS	NEW-10	14.1
3. Sunday	1800-1830	News	TVW-7	13.4
4. Thursday	2030-2100	Cougar Town	TVW-7	12.0
5. Tuesday	1930-2030	My Kitchen Rules	TVW-7	11.6

Top 5 Prime Time Programmes People 35-54

1. Sunday	1800-1830	News	TVW-7	14.6
2. Tuesday	2040-2140	NCIS	NEW-10	13.9
3. Thursday	2030-2100	Cougar Town	TVW-7	12.6
4. Sunday	2040-2140	The Good Wife	NEW-10	12.0

5. Mon-Wed	1830-1900	Today Tonight	TVW-7	11.6
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We've been eagerly anticipating the results of Week 1 of Survey 1, 2010 in order to ascertain how the new programmes on each station are going to perform. The first night of survey, there was only one new programme on offer – but what a good start it gave us. The Good Wife on Network Ten launched and took third position overall for the week capturing 201,000 viewers and pulling the top position for both People 25-54 and 25-39 and Number 2 for People 18-39. Seven came next with My Kitchen Rules launching on Monday and Tuesday nights. Tuesday's programme rated better making the top five for all our demo's except People 35-54 where it came in seventh. The increase in audience share was probably due to the parochial nature of the Perth audience checking out how the local team fared. Wednesday saw the only new programme of the week for the Nine Network (Barring the Olympics of course) which was Customs. The programme just made the top fifteen for Total People reaching an average of 148,000 viewers. It also made the top fifteen for People 25-39. Also on Wednesday night, Seven's ICU launched – generating a lower audience than hoped for. Seven finished up their new offerings on Thursday with both Cougar Town and The White Room. The much anticipated launch of Cougar Town reached an average audience of 161,000 and made the top five against People 25-54 and 35-54. Unfortunately The White Room had a disappointing result and did not make it into the top twenty programmes for any of our Demo's. On Saturday, we had the excitement of the Winter Olympics. Nationally, over 4.7 million tuned in for the Vancouver 2010 Opening Ceremony on Saturday morning. Locally 89,000 viewers tuned in. In Perth The Opening Ceremony took the top position in daytime for People 18-39 and second position with People 25-39. Also on Nine, Sunday's One Day Cricket – Australia vs West Indies Game 1 Session 2 - reached an average audience of 128,000, taking the number one position in the daytime segment against Total People, People 25-54 and People 35-54.

The end result was that TVW-7 won the first week of survey (0600-2400) for Total People with a commercial share of 37.4%, followed by STW-9 with 33.4% and NEW-10 with 29.3%. Against People 25-54, TVW-7 won the week with a commercial share of 37.2%, followed by STW-9 with 32.2% and NEW-10 with 30.5%.

NETWORK SEVEN WINS SUMMER

The Seven Network has won the summer non-rating period for 2009/2010 with a 27% five capital city share. The Nine Network was a clear second, with STV challenging Ten for the third spot, falling only 1 rating point short against Total People. The ratings win was predominantly driven by the viewership of The Australian Open, seeing Network Seven take out seven of the top 10 programmes, since December 2009. Carols By Candlelight and The Navity Show on Network 9 were the other two top programmes for the summer period. Locally TVW-7 won the summer period with 37.4% share, followed closely by STW-9 with 35.3% and NEW-10 with 27.3%.

CINEMA

While many industries suffered in 2009 due to cuts in consumer spending, the cinema box office flourished. Australia recorded a 16% increase, the US and Canada reported an 8.6% increase. According to Val Morgan Cinema Network, cinema attendance in 2009 recorded a 7% increase. 2009 saw significant growth in the number of screens capable of screening 3D : which has contributed to both cinema attendance and box office revenue.

US INTERNET RESEARCH

A study of U.S. Internet users points to a strong connection between social media marketing and tactics such as paid search. Among survey participants who were exposed only to paid search ads for specific products, 23 percent searched on product terms after seeing the ads. However, when paid search was combined with social media marketing relevant to those products, 38 percent of respondents searched on product terms.

More impressively, when paid search was combined with social media influenced directly by the marketer, 65 percent of respondents searched on product terms.

ABC DECEMBER 2009 MAGAZINE RESULTS

Overall magazine sales were down 1.99% year-on-year in the Audit Bureau of Circulations' December 2009 report. Some highlights were as follows:

- Mens' lifestyle titles struggling with Alpha suffering the biggest loss – down 30.07% YOY
- Circulation drops were also seen in the children's category, with all six audited titles showing double-digit declines - ACP's Disney Girl was down 27.42%, Total Girl – down 12.77% and K-Zone down 20.03%
- ACP's Dolly was one of the few to show an upswing with a 17.9% increase
- ACP's Harpers Bazaar was up 15.6% and Australian Women's Weekly broke back through the half million copy barrier with a 2.23% rise.
- Woman's Day was up by 1% and Famous up by 15.3%, however, other women's magazines suffered losses – NW was down 9.9% Cleo down 3.7% Cosmopolitan down 8.2% and Marie Claire down 3.3% The Food & Entertainment category did well showing many increases in titles such as Australian Good Food – up 13.46% .

NEWSPAPER ABC RESULTS

Overall, national newspaper circulation slipped by 2.28% in the 12 months to December 2009. Major paper results were as follows:

- The Saturday edition of the Australian Financial Review dropped by 9.88% YOY and the Monday-Friday edition saw a drop of 10.08%
- The Australian declined by 4.2%
- News Limited's Sunday Telegraph fell 3.21% and the Daily Telegraph fell 2.66%
- The Sydney Morning Herald slipped by just 0.17%
- The only newspapers to see circulation increases were in Melbourne, with the Sunday Age rising 0.66% , Saturday's Herald Sun grew 0.2%
- The Sun-Herald declined by 6.57% and The Melbourne Age dropped 1.03%
- The Brisbane Courier Mail's Monday-Friday editions dropped by 1.9% and 2.4% on Saturday. The Sunday Mail also dropped by 4.7% YOY.
- Monday to Friday's Adelaide Advertiser decreased by 0.7% and Saturday by 1.5%, with The Sunday Mail decreasing by 1.2%.
- The West Australian's Monday to Friday editions decreased by 2.5% and Saturday by 2.7%.
- The Sunday Times decreased by 2.0% YOY.

DID YOU KNOW...?

Honey is the only natural food that never goes off



If you add up all the numbers from 1 – 100 consecutively (1 + 2 + 3.....) it totals 5050