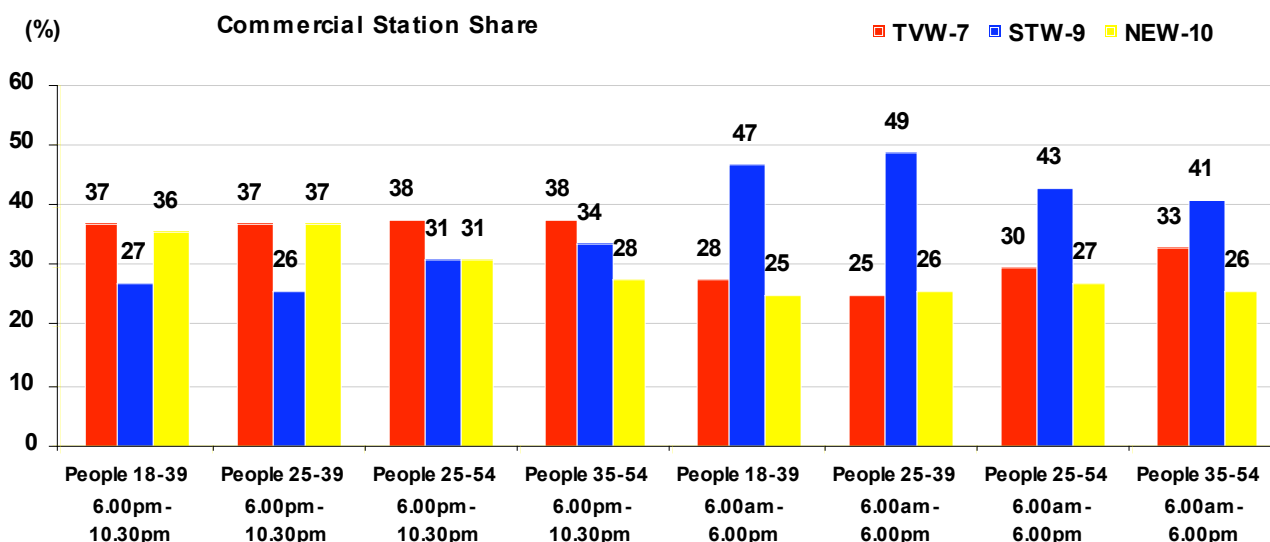


# WEEK IN REVIEW

w/c February 14 - 20, 2010

## Television

W/C 14/02/10 – 20/02/10



### Top 5 Prime Time Programmes – People 18-39

1. Tuesday	2030-2130	Top Gear – Special	STW-9	12.3
2. Thursday	2030-2100	Cougar Town	TVW-7	12.1
3. Monday	1930-2030	My Kitchen Rules	TVW-7	11.3
4. Thursday	2100-2130	How I Met Your Mother	TVW-7	11.0
5. Tuesday	1930-2030	Top Gear – EP 1	STW-9	10.8

### Top 5 Prime Time Programmes People 25-39

1. Tuesday	2030-2130	Top Gear – Special	STW-9	14.5
2. Thursday	2030-2100	Cougar Town	TVW-7	14.4
3. Sunday	2030-2130	The Good Wife	NEW-10	13.7
4. Monday	1930-2030	My Kitchen Rules	TVW-7	13.6
5. Sunday	2140-2240	House	NEW-10	12.6

### Top 5 Prime Time Programmes People 25-54

1. Tuesday	1930-2030	Top Gear – EP 1	STW-9	15.8
2. Tuesday	2030-2130	Top Gear – Special	STW-9	15.6
3. Sunday	2030-2130	The Good Wife	NEW-10	13.7
4. Sunday	1800-1830	News	TVW-7	11.5
5. Thursday	2030-2100	Cougar Town	TVW-7	11.3

### Top 5 Prime Time Programmes People 35-54

1. Tuesday	1930-2030	Top Gear – EP 1	STW-9	18.2
2. Tuesday	2030-2130	Top Gear – Special	STW-9	16.0
3. Sunday	1800-1830	News	TVW-7	13.4
4. Sunday	2030-2130	The Good Wife	NEW-10	12.1

5. Monday	1930-2000	Two and Half Men	STW-9	11.8
-----------	-----------	------------------	-------	------

In the second week of Survey 1, STW-9 won overall (0600-2400) for Total People with a commercial share of 37.8%, followed by TVW-7 with 35.6% and NEW-10 with 26.6%. Nine's launch of their new series Top Gear Episode 1 was very successful, grabbing top position against Total People with 213,000 viewers, as well as winning for People 25-54 and 35-54. Top Gear – Special took the top position for People 18-39 and 25-39 and fourth position with Total People. Nationally Top Gear averaged 1,684 million making it the most watched programme across all main demographics. STW-9's other top performing programmes were Two and Half Men and Customs, which increased viewership by 20,000 from the previous week. Tuesday's Vancouver Gold 2010 Winter Olympics: Day 3 just made it into the top fifteen programmes against People 25-39, 25-54 and 35-54. Nationally, Monday night had the highest viewership reaching an average of 850,000 viewers followed by Thursday night with 848,000 viewers. On TVW-7, returning series included Sunday Night and Border Security: Australia's Front Line. Sunday Night had a disappointing result not making it into the top twenty programmes for Total People. This was possibly due to the fact that it was up against the One Day International Cricket – Australia vs West Indies. After a reasonably strong debut last week, Cougar Town lost viewers and its position in the top five against People 35-54. The programme did, however, increase audience for both People 18-39 and 25-39 which resulted in top 5 performances. TVW-7's top programmes for Total People included News, Today Tonight, Border Security – Australia's Front Line, Airways and Monday's My Kitchen Rules. The Good Wife on NEW-10 continues to rate well, making the top five for all our demo's except People 18-39 where it just missed out, taking sixth position. House, Talkin' 'Bout Your Generation and Good News Week all made the top ten against People 18-39, and 25-39. This week saw the series return of White Collar which did not make it into the top thirty for Total People. Ten News at Five won daytime with 134,000 viewers against Total People. The One Day Cricket – Australia vs West Indies Game 4 Session 2 and Session 1 took fourth and fifth position respectively, with Session 2 reaching an average audience of 126,000.

**Commercial Radio Station Shares (including JJJ)**  
Survey #1, 2010: Monday - Sunday 0530-2400

	<u>94.5FM</u>	<u>92.9FM</u>	<u>96FM</u>	<u>NOVA</u>	<u>6PR</u>	<u>6IX</u>	<u>JJJ</u>
People 18-39	16.4%	22.0%	15.8%	18.0%	2.1%	1.8%	23.9%
People 25-39	19.2%	19.1%	17.0%	16.7%	3.2%	2.2%	22.6%
People 25-54	24.8%	16.0%	16.2%	12.7%	7.2%	8.3%	14.8%
People 35-54	29.9%	13.9%	16.8%	9.4%	9.2%	11.5%	9.2%

**Commercial Station Shares (including JJJ)**  
Survey #8, 2009: Monday - Sunday 0530-2400

	<u>94.5FM</u>	<u>92.9FM</u>	<u>96FM</u>	<u>NOVA</u>	<u>6PR</u>	<u>6IX</u>	<u>JJJ</u>
People 18-39	14.3%	25.9%	15.0%	20.1%	3.5%	1.8%	19.3%
People 25-39	16.0%	24.0%	16.0%	17.1%	4.9%	2.6%	19.3%
People 25-54	24.7%	18.2%	17.0%	12.9%	6.5%	7.7%	13.0%
People 35-54	31.0%	13.3%	17.7%	10.3%	8.0%	10.7%	8.9%

- 94.5FM are still the number one station for People 10+. They increased share with all our demo's except People 35-54 which was down 1.1%. They are now number 1 (for commercial stations) for People 25-39 taking that mantle from 92.9FM.
- Although still the number 2 station overall, 92.9FM had decreases across all our demos except People 40-54. The greatest loss was 5.4% for People 25-39 which saw them drop from their number 1 position from last survey with this demo. They

are the number two station for People 10+ and remain number one with People 10-17 and 18-24.

- 96FM's share remained relatively steady, with the greatest loss of 2.1% for People 10-17. They have overtaken NOVA for third position with People 10+.
- Nova 93.7 lost share across all demographics, apart from People 40-54 and People 55+. Their biggest loss was with the 18-24 year olds (down 6.2%) They did, however, increase share in the morning and afternoon segments.
- 6PR gained audience share with People 10-17 and 40-54, however, lost against People 18-24, 25-39 and People 55+.
- 6IX would be happy with their result, experiencing small increases in share for People 10-17, 18-24, 40-54 and People 55+. They now sit in third position for People 40-54 – only .6% behind 96FM.
- 6JJJ increased share across all demographics except People 10-17. They had a large share increase (6.1%) with People 18-24, and are now in fourth position with People 10+ which puts them ahead of Nova. This is partly attributable to the Hottest 100 countdown Australia Day

## MOVE

MOVE - Measurement of Outdoor Visibility and Exposure – has officially been launched in Sydney. The Perth launch will take place w/c March 1. As reported in WIR last month, MOVE is the new audience measurement system for Out-of-Home media which covers all of the major formats and audience environments. MOVE will introduce a new currency to Australian media - Likelihood To See (LTS) – in the five cap cities and provide measurement in terms of Reach and Frequency which will aid in comparative media analysis.

## IPSOS AUSBRIS 2010 SURVEY

This survey of 2000 senior business executives' media consumption habits concluded the following:

- They spend almost double the time online (65 minutes/day) as they do reading newspapers
- They spend 48 minutes/day watching commercial TV, 30 minutes viewing ABC TV
- They listen to commercial radio for 31 minutes/day
- They spend 30 minutes/day reading the newspapers
- 92% of executives read weekly publications, 87% daily newspapers, 83% monthly magazines and 73% visiting websites
- The survey claimed newspapers are the most reliable medium for business news with The Australian Financial Review the most read publication with 51 per cent readership, followed by The Australian with 28 per cent.

## INITIATIVE'S 2009 VIEWER TRACK REPORT

Initiative's Future Division has compiled a report on the World's Most Watched TV Sporting Events. This is the seventh annual report and the largest global study they've ever conducted, covering 20 of the world's most important sporting events. Key findings are as follows:

- The two most watched annual events, the UEFA Champions League Final and the NFL Super Bowl, both achieved record audiences in 2009, demonstrating their ability to grow in an era of audience fragmentation.
- The UEFA Champions League Final has overtaken the NFL Super Bowl to become the number one ranked event for the first time ever.
- Those events that have best been able to exploit the Asia-Pacific market (such as the UEFA Champions League and the Wimbledon Men's Singles Final) have achieved the fastest growth rates.

- The findings of Viewer Track also point to an impact on the growth of video-on-demand services. Whereas TV audiences around the world are increasingly choosing to time-shift their viewing of entertainment and factual programming, they are still, overwhelmingly, opting to watch major sporting events as live broadcasts. This has significant implications for advertisers looking to reach large, global audiences at a single point in time.

### Ranking of top ten events, by average audience (millions)

Rank	Sport	Event	Average audience (millions)	Total audience (millions)
1	Soccer	UEFA Champions League - Final (Barcelona vs. Manchester United)	109	206
2	American Football	NFL Super Bowl XLIII (Pittsburgh Steelers vs. Arizona Cardinals)	106	162
3	Formula One	FIA World Championship - Bahrain Grand Prix	54	115
4	Athletics	IAAF World Athletics Championships - Men's 100 Metres Final	33	95
5	Tennis	Wimbledon Lawn Tennis Championships (Men's Singles Final, Roger Federer vs. Andy Roddick)	29	89
6	Baseball	World Baseball Classic - Final (Japan vs. South Korea)	27	82
7	Baseball	MLB World Series - Game 6 (Philadelphia Phillies vs. New York Yankees)	26	72
8	Basketball	NBA Finals - Game 5 (Los Angeles Lakers vs. Orlando Magic)	26	59
9	Golf	US Masters (Final Day)	21	49
10	Badminton	Sudirman Cup - Final (South Korea vs. China)	19	56

### A Little Bit of Fun

For your chance to win a \$100 gift voucher from JayJays, 2 CD's and a DVD courtesy of NOVA93.7, just answer the questions below:

1. In what segments did Nova93.7 increase their share?

To be in the draw, the question must be answered correctly. Email your answers to [kerry.l.gretton@au.initiative.com](mailto:kerry.l.gretton@au.initiative.com) by Wednesday 3<sup>rd</sup> March by 4.00pm. To be fair no Radio Reps can submit answers.

### DID YOU KNOW...?

8% of People have an extra rib.



Switzerland eats the most chocolate equating to 10 kilos per person per year.