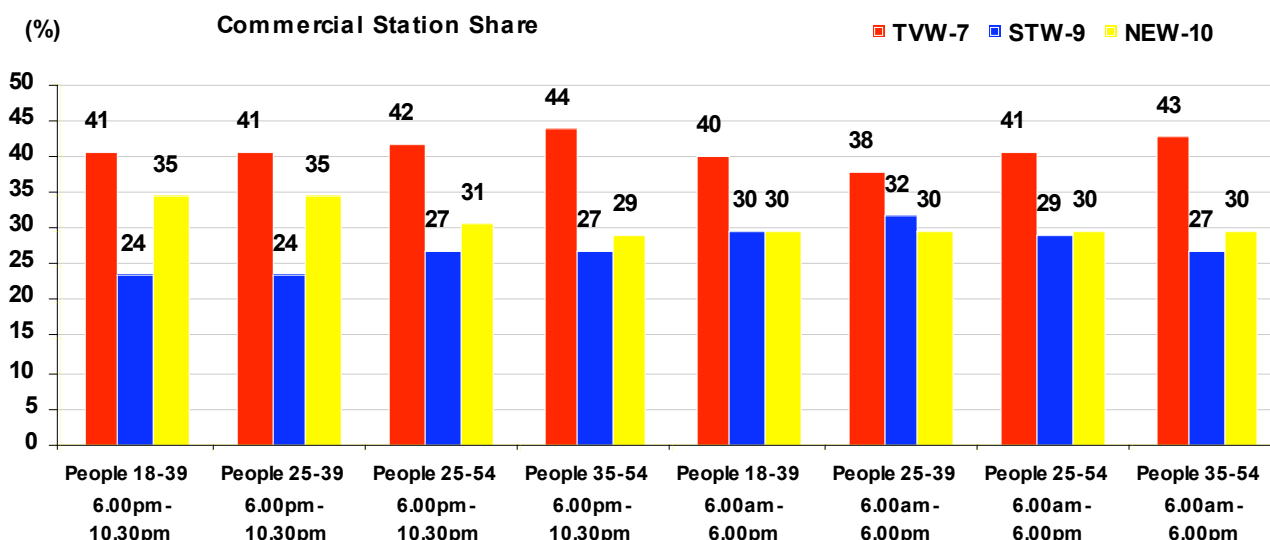


# WEEK IN REVIEW

w/c November 22 - 28, 2009

## Television



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

1. Monday	2030-2130	Flashforward	TVW-7	11.5
2. Wednesday	1930-2130	Celebrity Masterchef Australia - Finale	NEW-10	11.3
3. Sunday	2010-2040	The Force – Behind The Line	TVW-7	11.2
4. Tuesday	2040-2140	Packed To The Rafters	TVW-7	11.0
5. Thursday	2040-2140	Beauty and The Geek	TVW-7	10.0

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

1. Wednesday	1930-2130	Celebrity Masterchef Australia – Finale	NEW-10	14.7
2. Sunday	2010-2040	The Force – Behind The Line	TVW-7	14.3
3. Monday	2030-2130	Flashforward	TVW-7	13.5
4. Tuesday	2040-2140	Packed To The Rafters	TVW-7	13.2
5. Thursday	1930-2030	Glee	NEW-10	11.8

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

1. Tuesday	2040-2140	Packed To The Rafters	TVW-7	15.9
2. Sunday	2010-2040	The Force – Behind The Line	TVW-7	13.9
3. Monday	2030-2130	Flashforward	TVW-7	13.7
4. Monday	1930-2000	Two and Half Men	STW-9	12.9
5. Wednesday	1930-2130	Celebrity Masterchef Australia - Finale	NEW-10	12.8

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

1. Tuesday	2040-2140	Packed To The Rafters	TVW-7	19.2
2. Sunday	2010-2040	The Force – Behind The Lines	TVW-7	15.5
3. Monday	2030-2130	Flashforward	TVW-7	14.9
4. Monday	1930-2000	Two and Half Men	STW-9	13.6
5. Sunday	1940-2010	Border Security – Australia's Front Line	TVW-7	13.5

TVW-7 won the week overall (0600-2400) for Total People with a commercial share of 42.1%, followed by STW-9 with 29.9% and NEW-10 with 28.0%. TVW-7's top performing programmes for Total People included Packed To The Rafters, The Force – Behind the Line, Border Security – Australia's Front Line, News, Unlikely Animal Friends, Today Tonight and Bones to name a few. The series final of Packed To The Rafters reached an average 240,000 viewers locally, and took the top position with People 25-54 and 35-54. The Force – Behind The Line dropped from top position to second position with an audience decrease of 19,000 week on week for Total People. STW-9 failed to make the top fifteen programmes, with Monday Two and Half Men taking eighteenth position only. This week saw the series final of 60 Minutes, RPA Where are They Now?, Crime Investigation Australia, Australia's Funniest Home Videos and Getaway. NEW-10 also did not make any of the top fifteen programmes. Celebrity Masterchef Australia – Finale and NCIS RPT just made it into the top twenty programmes. NEW-10 also had a number of series finals – Australian Idol, Good News Week, Lie to Me and Celebrity Masterchef.

Nationally, the Seven Network has won the 2009 ratings year for the third consecutive year. They delivered, against Total People, a 37.0% share against Nine's 33.4% and Ten's 29.6%. (0600-2400-Excluding Easter). Of the top 100 rating series nationally, eleven were British, eighteen were American (11 if you don't count the different time segments for Two and A Half Men and three for NCIS) and the rest were Australian. The twenty highest-rating events for the year were all Australian, led by Network Ten's finale of MasterChef Australia. Seven had six of the ten highest-ranking Australian programmes, only one of which was new (World's Strictest Parents with 1.510m). They also screened 18 of the top 30 regular programmes including Packed to the Rafters and News and Today Tonight. The Ten network had a very good result holding four of the top ten new programmes of the year with Masterchef- Challenge and Masterchef, Talkin' 'Bout Your Generation and Merlin 1.364m.

Locally, TVW-7 won the ratings for 2009 against Total People – the twentieth consecutive year. For 2009 their share was 40.4%, followed by NEW-10 with 31.9% and STW-9 with 27.7%. (0600- 2400-Excluding Easter) NEW-10's Masterchef Australia – The Winner Announced, and Finale Night, Ten's AFL Finals 2009: Grand Final St Kilda vs Geelong and The Biggest Loser (Aus) – The Winner Announced were the top four rating programmes for the year against Total People. STW-9's Underbelly: A Tale of Two Cities – EP1 took fifth position reaching an average of 259,000 viewers. Also making the top twenty programmes was Hey Hey Reunion. TVW-7's News – Extended – Bushfire Disaster Edition, A Lion Called Christian, Sunday News and Seven's AFL: Preliminary Final 1: St Kilda vs Western Bulldogs were all in the top fifteen highest rating programmes, with Packed To The Rafters and Border Security – Australia's Front line making it into the top twenty.

## **TIMESHIFTED VIEWING**

OzTAM and Nielsen will start providing time shift ratings effective at the beginning of 2010. Two additional sets of data will be reported – Overnight Data and Consolidated Data. Overnight Data includes viewing that is pre-recorded but played back on the same day as transmitted. Consolidated Data is viewing done within seven days of telecast.

## **SBS**

SBS will launch a new arts and entertainment channel on the Pay TV platform in early next year... The new channel will run locally produced and acquired content, with Australian and international arts, culture and entertainment, and aims to attract more male viewers

and a younger demographic. This will be second channel SBS manages on the subscription TV platform, with World Movies already run under its PAN TV operations.

### SURVEY 10, 2009

This survey covered the period from November 1 to November 28, 2009.

The Zone 1 commercial share results for Total People were as follows:

	Perth	Adelaide	Brisbane	Sydney	Melbourne
<b>7 Network</b>	42.9%	41.3%	40.4%	39.3%	37.9%
<b>9 Network</b>	30.7%	31.9%	34.6%	33.8%	36.2%
<b>10 Network</b>	26.4%	26.7%	25.0%	26.9%	26.0%

The overall (0600-2400) commercial share results for Total People were as follows:

	Perth	Adelaide	Brisbane	Sydney	Melbourne
<b>7 Network</b>	41.2%	38.7%	40.6%	38.2%	36.8%
<b>9 Network</b>	31.7%	32.9%	34.9%	36.3%	37.4%
<b>10 Network</b>	27.1%	28.4%	24.5%	25.5%	25.8%

### MOBILE CONTENT

Over the last few years there has been much talk about the “adoption” of mobile content. The UK seems to be at the forefront of this. They have 1.3 devices per person. The BBC Are making gearing up to make all BBC products and services available on any mobile or portable device. In addition to news, sport, and weather, the BBC's mobile site has recently been updated with a new music information portal and a recipe site which is cross-platform published from the regular BBC website and optimised for mobile devices. They also have an iPlayer service for mobile, which has been live for just over a year. iPlayer mobile is a seven-day catch-up service featuring all content aired on the BBC's television and radio channels. This includes video and audio streaming and downloads, and for some devices also allows live video streams.

### DIGITAL RADIO

Commercial radio networks have spent \$7 million at an auction to buy excess spectrum capacity to launch more digital radio stations. In Sydney, the successful bidders were Austereo, Supernetwork and Australian Radio Network (ARN). In Melbourne, Austereo and ARN and Sport 927 were successful, in Brisbane Austereo, DMG and ARN, in Adelaide, Austereo, and in Perth, Grant/Capital Broadcasters and Austereo. DAB+ digital-only commercial radio stations now broadcasting include Novanation, Koffee, Radar, Hot30 Countdown Jelli, Gorilla Super Digi, MY Perth Digital, Hot Country Perth Digital, Mix 102.3 Plus, WSFM Plus, Gold Plus, The EDGE Digital, and Sky Sports Radio 2, together with existing commercial stations simulcast on digital.

### DID YOU KNOW...?

Pizza Hut was the first fast food chain to have an app on iPhone



All centipedes have an odd number of legs