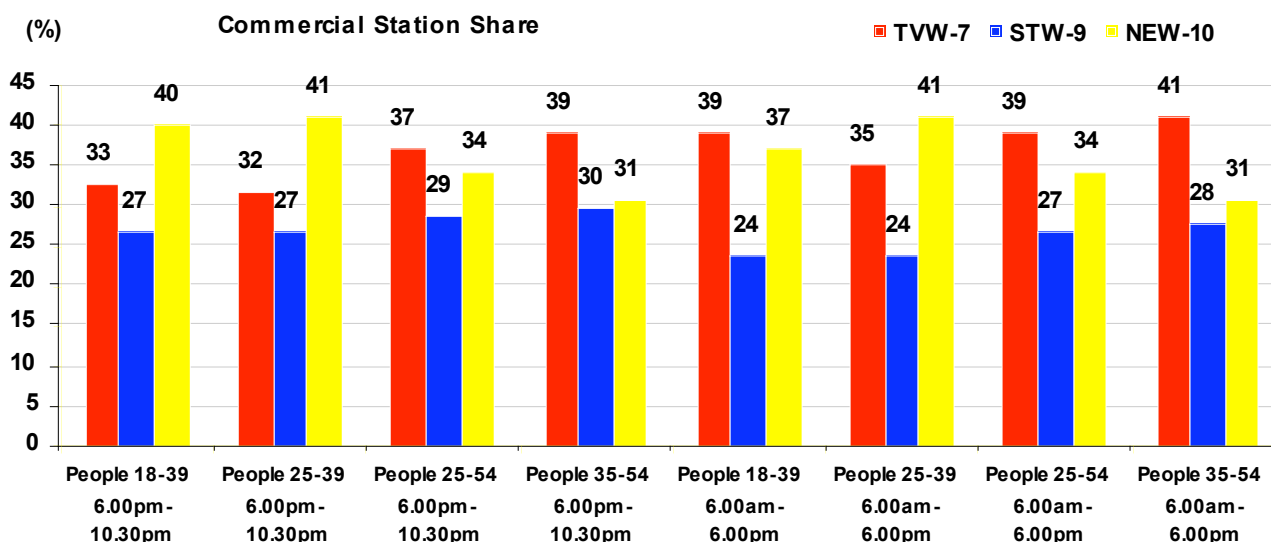


# WEEK IN REVIEW

w/c January 31 – February 6, 2010

## Television



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

1. Tuesday	2130-2230	Grey's Anatomy – EP2	TVW-7	11.4
2. Tuesday	2030-2130	Grey's Anatomy	TVW-7	11.2
3. Monday	1930-2000	Two and Half Men	STW-9	10.0
4. Wednesday	2000-2140	So You Think You Can Dance – Audition 3	NEW-10	9.9
5. Thursday	2000-2200	So You Think You Can Dance – Top 100	NEW-10	9.7

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

1. Sunday	1940-2110	So You Think You Can Dance – Audition 1	NEW-10	13.3
2. Tuesday	2130-2230	Grey's Anatomy – EP 2	TVW-7	13.2
3. Tuesday	2030-2130	Grey's Anatomy	TVW-7	13.0
4. Wednesday	1930-2000	The Biggest Loser (Aus)	NEW-10	11.9
5. Sunday	2100-2200	House	NEW-10	11.8

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

1. Tuesday	2130-2230	Grey's Anatomy – EP2	TVW-7	12.1
2. Sunday	1830-1940	The Biggest Loser (Aus) – Launch	NEW-10	11.9
3. Monday	1930-2000	Two and Half Men	STW-9	11.5
4. Tuesday	2030-2130	Grey's Anatomy	TVW-7	11.4
5. Sunday	2200-2300	House EP2	NEW-10	11.2

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

1. Sunday	1800-1830	News	TVW-7	13.6
2. Sunday	1830-1940	The Biggest Loser (Aus) – Launch	NEW-10	13.2
3. Sunday	2200-2300	House EP2	NEW-10	12.6
4. Wednesday	2040-2140	Criminal Minds	TVW-7	12.2

5. Monday	1930-2000	Two and Half Men	STW-9	12.0
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TVW-7 won the week overall (0600-2400) for Total People with a commercial share of 39.5%, followed by NEW-10 with 30.9% and STW-9 with 29.6%. TVW-7's top performing programmes for Total People were Sunday News, News, Today Tonight, Seven's Tennis: 2010 Australian Open – Men's Final, Criminal Minds, My Kitchen Rules QLD: Sneak Peak and RSPCA Animal Rescue. This week saw the return of Desperate Housewives, Brothers and Sisters, Grey's Anatomy, RSPCA Animal Rescue, Criminal Minds, Gangs of OZ and Better Homes and Gardens. Grey's Anatomy EP2 took the number one position against People 18-39 (65,000 viewers) and People 25-54 (91,000 viewers). Desperate Housewives made the top fifteen programmes against all our demo's. TVW-7 introduced two new programmes, My Kitchen Rules and ICU. Unfortunately the results were a bit disappointing for both, with ICU only appealing to People 35-54. The 2010 Australian Open – Men's Final Introduction reached an average 162,000 viewers locally. STW-9's strongest performing programmes making the top fifteen against Total People were Customs, taking third position (181,000 viewers) and Monday Two and Half Men (181,000), taking fourth spot. The latter programme rated well making the top five positions with People 18-39, 25-54 and 35-54. The week also saw the return series of The Mentalist, Customs and Getaway. The final of Survivor: Samoa ran and just missed making the top twenty against People 35-54. NEW-10's returning series were –Biggest Loser: Couples, So You Think You Can Dance, House, Good News Week, Burn Notice and Medium. So You Think You Can Dance – Audition 1 attracted the younger viewers taking the number one spot against People 25-39 and fifth spot against People 18-39. The biggest Loser (Aus) – launch was the top rating programme for NEW-10 against Total People, reaching 150,000 viewers. Ten News At Five dominated the top five positions in day time against Total People, followed by TVW-7's Deal Or No Deal – Secret Deal part 2. STW-9's Sunday One Day Cricket – Australia vs Pakistan Game 5 Session 1 reached an average audience of 71,000, taking twelfth position against Total People.

## AMERICAN TELEVISION

The SuperBowl XLIV is the most watched TV programme in US history. It set a new all time ratings high outdoing the 27 year record held by the final episode of MASH. The latter reached 105.97 million viewers and the SuperBowl captured 106.5 million viewers. There's a price attached to everything though and the average cost of a 30-second spot was reported to have been \$2.5million – down from \$3m in 2009. A survey of social media activity generated by the Super Bowl was conducted by Initiative's specialist social media strategy and activation unit Prophesee. Using social media analytics software, Prophesee assessed the volume of posts and their sentiment, classified according to positive, negative or neutral. Advertisers that bought spots in this year's NFL Super Bowl saw a massive surge in social media activity relating directly to their brands. Of the 38 brands that ran ads during the commercial breaks, 75% saw the number of blog posts about them double, compared with the same evening over the past six months. More than 30% of advertisers in the Super Bowl saw a threefold rise in the number of blog posts about them, and Flo TV – a first-time advertiser in the NFL finals – experienced a spike of 50 times the number of blog posts it would usually enjoy, the highest for any advertiser during this year's event. Doritos saw the level of buzz increase by 13 times, Vizio by seven times, Hyundai rose by fourfold and Kia and Budweiser both experienced threefold hikes.

## REGIONAL TV MARKETING

According to research by RTM new cars sales trends in regional and metro markets are as follows:

- Regional car sales grew by 21% YOY during Q4 2009 – twice the rate of metro growth
- Luxury brands continue to grow above the market in regional

- New car sales for 2009 were down by 7%

The strongest segments for new vehicle sales in the regional markets were: SUV Luxury (+11%), Sports Cars (+15%), Light Commercial (+3%) and Small and Compact SUV (no change)

## UK RESEARCH

The latest report by the Institute of Practitioners in Advertising found that viewers watched an average of 3.75 hours of TV a day last year, the highest figure since 1992. Last year's fourth-quarter figure was also the highest since 1992, when an average of 4.03 hours was recorded. They also found that only 8.2% of UK households relied solely on an analogue TV signal by the beginning of 2010 which was down from 10.1% three months earlier and 14.3% at the start of 2009, illustrating the effect of the digital switchover process and the continuing take-up of digital TV ahead of the final switch off in 2012. Three years ago, at the start of 2007, 28.3% of homes were analogue-only. All five analogue terrestrial channels have seen share fall in recent years as multichannel viewing increases.

## AUSTereo

Just a few months after acquiring more digital radio spectrum Austereo announced it will be launching an all new Digital Radio station - Triple M's High Voltage Radio. High Voltage Radio will be dedicated to AC/DC who are about to kick off their Australian tour and will play all AC/DC songs from the big hits to the lesser known tracks, live versions of their songs and archived Triple M interviews. Broadcasting on DAB and online at [triplem.com.au](http://triplem.com.au), High Voltage will be the fourth Digital Radio offering from Austereo and will air for four weeks until the end of AC/DC's national tour.

Source: Austereo

## MORE WINTER OLYMPIC COVERAGE

Ninemsn and the Nine Network will launch a catch-up TV service supporting Vancouver 2010 Olympic Winter Games broadcast. It will be an extension to Ninemsn's Games website, and will show Games highlights.

## LAUNCH OF REPRISE MEDIA

Social marketing specialist agency Reprise Media will launch in Australia this week, with an initial staff of 15. The local arm of Interpublic's Mediabrands operation, Reprise will start up in Sydney simultaneously with four European markets to service clients from Mediabrands' agencies: Initiative and Universal McCann (UM), including Microsoft, Cathay Pacific, Target, Hyundai, and Kia.

### DID YOU KNOW...?

Did you know skiing is the only word with double i



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