

# **Time-Shift Viewing**

# PVR viewing delivering incremental audiences

The inclusion of PVR homes into the television ratings panels at the end of 2009 means we can now measure the incremental viewing occurring in these households.

A review of the top 40 time-shifted programs in 2010 shows that PVR viewing is delivering significant incremental audiences. Each of the top 40 time-shifted programs delivered an additional 107,000-180,000 more viewers, once PVR viewing is taken into account.

# Top 40 time-shifted programs (1-20)

Rank	Program	Genre	Preliminary Overnight	Consolidated	% Increase	Audience Increase
1	PACKED TO THE RAFTERS	Drama	2,659,000	2,839,000	6.8	180,000
2	GLEE MON	Light Ent	1,397,000	1,563,000	11.9	166,000
3	GLEE WED	Light Ent	1,530,000	1,686,000	10.2	156,000
4	HOUSE EP 2	Drama	1,353,000	1,500,000	10.9	147,000
5	THE AMAZING RACE	Reality	751,000	898,000	19.6	147,000
6	HOUSE	Drama	1,003,000	1,148,000	14.5	145,000
7	SHERLOCK	Drama	1,500,000	1,644,000	9.6	144,000
8	THE GOOD WIFE WED	Drama	1,016,000	1,155,000	13.7	139,000
9	SUCH IS LIFE: THE TROUBLED TIMES OF BEN COUSINS-WED	Sports Event	2,359,000	2,496,000	5.8	137,000
10	UNDERBELLY: THE GOLDEN MILE -EP 2	Drama	2,746,000	2,881,000	4.9	135,000
11	NCIS	Drama	1,878,000	2,010,000	7.0	132,000
12	CRIMINAL MINDS-MON	Drama	1,495,000	1,626,000	8.8	131,000
13	THE PACIFIC	Drama	1,760,000	1,891,000	7.4	131,000
14	HAMISH & ANDY'S CARAVAN OF COURAGE: GB & IRELAND	Light Ent	2,359,000	2,489,000	5.5	130,000
15	THE PACIFIC - EP.2	Drama	1,506,000	1,634,000	8.5	128,000
16	HOUSE WED	Drama	958,000	1,083,000	13.0	125,000
17	THE GOOD WIFE	Drama	1,332,000	1,457,000	9.4	125,000
18	GLEE	Light Ent	1,783,000	1,907,000	7.0	124,000
19	UNDERBELLY: THE GOLDEN MILE	Drama	2,288,000	2,411,000	5.4	123,000
20	BONES	Drama	1,733,000	1,855,000	7.0	122,000

Source: OzTAM & RegionalTAM, 5 cap cities & 4 aggregated regional markets, total people, ratings for survey weeks 1-48 2010, Free TV programs (excludes sneak peeks), regular programs are an average for the period, metro and regional audiences are added to form a combined average audience, programs on this list are ranked on the average audience increase.

# Top 40 time-shifted programs (21-40)

Rank	Program	Genre	Preliminary Overnight	Consolidated	% Increase	Audience Increase
21	GREY'S ANATOMY	Drama	1,404,000	1,524,000	8.5	120,000
22	UNDERBELLY: THE GOLDEN MILE -EP 1	Drama	3,010,000	3,129,000	4.0	119,000
23	CITY HOMICIDE	Drama	1,339,000	1,458,000	8.9	119,000
24	SUCH IS LIFE: THE TROUBLED TIMES OF BEN COUSINS-THU	Sports Event	2,096,000	2,215,000	5.7	119,000
25	PARENTHOOD	Drama	1,198,000	1,316,000	9.8	118,000
26	CITY HOMICIDE-EP.2	Drama	1,152,000	1,270,000	10.2	118,000
27	BROTHERS & SISTERS	Drama	1,159,000	1,275,000	10.0	116,000
28	BROTHERS & SISTERS-TUE	Drama	1,182,000	1,298,000	9.8	116,000
29	CASTLE	Drama	1,276,000	1,390,000	8.9	114,000
30	SURVIVOR: NICARAGUA	Reality	737,000	849,000	15.2	112,000
31	PRIVATE PRACTICE	Drama	849,000	959,000	13.0	110,000
32	COVERT AFFAIRS - EP.2	Drama	474,000	584,000	23.2	110,000
33	OFFSPRING - TELEMORIE	Drama	1,529,000	1,639,000	7.2	110,000
34	OFFSPRING	Drama	1,326,000	1,435,000	8.2	109,000
35	COVERT AFFAIRS	Drama	966,000	1,075,000	11.3	109,000
36	RUSH EP 2	Drama	1,026,000	1,135,000	10.6	109,000
37	SURVIVOR: HEROES VS VILLAINS -REUNION	Reality	1,024,000	1,132,000	10.5	108,000
38	RUSH	Drama	1,205,000	1,313,000	9.0	108,000
39	GREY'S ANATOMY-EP.2	Drama	1,383,000	1,490,000	7.7	107,000
40	HAWKE	Movie	2,113,000	2,220,000	5.1	107,000

Source: OzTAM & RegionalTAM, 5 cap cities & 4 aggregated regional markets, total people, ratings for survey weeks 1-48 2010, Free TV programs (excludes sneak peeks), regular programs are an average for the period, metro and regional audiences are added to form a combined average audience, programs on this list are ranked on the average audience increase.