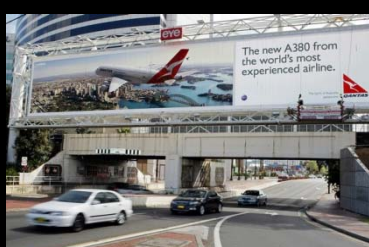


THIS WEEK, THE CONSUMER



REALITY BITES

WATCHED FREE TO AIR TV



No	Program	Network	Average Audience
1	The Royal Wedding (18:06-22:43)	7	1,739,000
2	The Royal Wedding (18:30-19:59)	9	1,470,000
3	Seven News	7	1,406,000
4	Seven News	7	1,363,000
5	AFP – Australian Federal Police	9	1,298,000

ZenithOpti

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 24.04.11 to 30.04.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED FTV DIGITAL CHANNELS



No	Program	Network	Average Audience
1	William and Kate – The Royal Wedding	7TWO	513,000
2	Heartbeat	7TWO	420,000
3	Futurama	ELEVEN	331,000
4	Neighbours	ELEVEN	328,000
5	Survivor: Redemption Island	GO!	327,000

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 24.04.11 to 30.04.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED STV SPORT



No	Program	Network	Average Audience
1	Live: NRL – Cowboys V Sea Eagles	FOX SPORTS 2	239,000
2	Live: NRL – Storm V Warriors	FOX SPORTS 2	236,000
3	Live: AFL – North Melbourne V Richmond	FOX SPORTS 1	215,000
4	Live: NRL – Roosters V Dragons	FOX SPORTS 2	206,000
5	Live: NRL – Titans V Roosters	FOX SPORTS 2	203,000

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 24.04.11 to 30.04.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED STV SHOWS



No	Program	Network	Average Audience
1	The Blind Side	Movie One	78,000
2	The Royal Wedding	BBC World	73,000
3	Doctor Who	UKTV/+2	67,000
4	Goldeneye	Fox Classics/+2	61,000
5	Rowan Atkinson Live	Comedy Channel	58,000

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 24.04.11 to 30.04.11 5 City Metro, 0200-0159, basic program logs as per schedule)

TOP FIVE SELLING SINGLES

1

Party Rock Anthem

Artist: LMFAO Feat. Lauren Bennet & GoonRock



Sweat

Artist: Snoop Dogg (Remixed by David Guetta)

2

3

Give Me Everything

Artist: Pitbull Feat. Ne-Yo, Afrojack & Nayer



Price Tag

Artist: Jessie J Feat. B.o.B

4

5

On The Floor

Artist: Jennifer Lopez ft. Pitbull



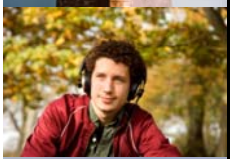
REALITY BITES



ZenithOptimedia



REALITY BITES



It has been a very exciting week that was. Kate and William got married, the US eliminated Osama Bin Laden and Masterchef returned to television.

I think without a doubt the most exciting thing to happen was the return of Masterchef. If you take into consideration the ratings performance of reality television, the power of Masterchef is undeniable.

Masterchef is leading the charge in terms of reality programming in Australia. Of reality programs that aired from 2010 to now, Masterchef featured in 65% of the top 20 programs. If we compare the highest ratings programs we will see that the 2010 Winner Announcement was the third most viewed program on commercial television since 2002.

In fact, said finale is the highest rating non-sporting event program ever, out-rated only by the 2005 Australian Open Men's Final featuring Lleyton Hewitt and the 2003 Rugby World Cup Final between Australia and England.

A more recent survey of top performing programs indicates that Masterchef is the highest rating program in the last 5 years. It also presents a wide array of advertising opportunities and product integration platforms for almost any client.

TOP REALITY SHOWS 2010-11

	Program	Station	Audience
1	Masterchef Australia – The Winner Announced	10	4,029,000
2	Junior Masterchef Australia – Launch	10	2,293,000
3	My Kitchen Rules – Winner Announced	7	2,127,000
4	Junior Masterchef Australia – The Winner Announced	10	1,950,000
5	Masterchef Australia	10	1,934,000
6	Masterchef Australia – Challenge	10	1,857,000
7	Undercover Boss – Premiere	10	1,845,000
8	Junior Masterchef Australia – Top 50	10	1,828,000
9	My Kitchen Rules – Grand Final	7	1,781,000
10	The Block – Winner Announced	9	1,767,000
11	The Biggest Loser Families – Finale Night	10	1,683,000
12	Masterchef Australia – Launch	10	1,658,000
13	Masterchef Australia – Top 50 Monday	10	1,656,000
14	The Biggest Loser – The Winner Announced	10	1,642,000
15	Masterchef Australia – Top 50 Thursday	10	1,628,000
16	Masterchef Australia – Top 50 Wednesday	10	1,592,000
17	Masterchef Australia – Top 50 Tuesday	10	1,585,000
18	Junior Masterchef Australia – Finale Night	10	1,581,000
19	Junior Masterchef Australia – Top 12 Revealed	10	1,580,000
20	The Biggest Loser Families – The Winner Announced	10	1,579,000

Source: OzTAM' (Top 5 programs ranked by audience, consolidated 01.01.10 – 05.05.11 5 City Metro, 0200-0159, basic program logs as per schedule)

TOP RATING 'AS LIVE' PROGRAMS SINCE 2002



Program	Station	Audience
2005 Australian Open Men's Final	7	4,043,000
2003 Rugby World Cup Final: Australia V England	7	4,016,000
2010 Masterchef Australia – The Winner Announced	10	3,889,000
2006 Melbourne Commonwealth Games Opening Ceremony	9	3,561,000
2005 AFL Grand Final: Sydney V West Coast	10	3,449,000

Special Note: Because the date range on these programs is greater than the existence of consolidated data, all figures are represented as live data.



Source: OzTAM' (Top 5 programs ranked by audience, overnight 01.01.02 – 05.05.11 5 City Metro, 0200-0159, basic program logs as per schedule)

5 KEY POINTS TO MASTERCHEF'S SUCCESS

1

A good storyline will always be successful, even if its not alone in guaranteeing success.

Masterchef cleverly builds towards a climax like most reality TV shows but really allows us to follow the growth of the contestants over the series. We get to know them and see them improve.

2

Its informational and entertaining. While infotainment is hardly a new concept, wrapping infotainment into reality TV seems to work very well, which leads to....

3

...It being marketer's dream. Product placement, sponsorship, advertising, merchandise and other product spin-offs....Masterchef generates marketing opportunities and revenue at so many levels

4

Its event-TV. This is important in the TiVo, IQ era. When a program generates that magic "water-cooler" talk and has a fast-moving storyline like Masterchef does then its not the sort of program you'll stockpile to watch later. This is good for ratings buzz and great for advertisers.

5

It has a good web presence to support it. The Masterchef website supports the program admirably. It has full episodes to watch, blogs, behind the scenes video for the die-hards, recipes, forums and interactive elements.

WHERE ARE THEY NOW?



Camilla Severi
Big Brother

Known as the most annoying *Big Brother* contestant in the house during the 2006 series. She was also involved in the great 'turkey slapping' incident, received public sympathy and then placed second in the show.

She is now one of three announcers on Brisbane's *B105* breakfast show.



Ryan 'Fitzy' Fitzgerald
Big Brother

Former AFL player (played 18 games), Fitzy appeared in the 2004 *Big Brother* series.

After finishing fourth in the series, he went on to host the show *Friday Night Games*. He then moved into the breakfast show team on *Nova 91.9* in Adelaide.

He currently appears regularly on the *7PM Project* and hosts *Nova's* national drive show.



Julie Goodwin
Masterchef

After winning the first series of *Masterchef*, Julie struggled to cope with the recognition that winning brought her. To help her cope – she told her story to *Woman's Day*. (Hmm?)

Since then she has written her own cookbook entitled *Our Family Table*. In addition to releasing a Christmas CD. She appears in her own weekly cooking segment on the *Today Show*.



Alice Burdeu
Australia's Next Top Model

After winning series 3 of *ANTM*, Alice signed to Priscilla's Model Management here in Australia, as well as number of international agencies.

She is now a bona fide model, walking in New York, London, Milan and Paris Fashion Weeks. She is also featured in Royal Australian Fashion Week, recently closing the show for *Romance Was Born*.

INTERNATIONAL FLAVOURS



Jersey Shore

The Jersey Shore is a little too realistic about the Guido's and Guidettes that holiday on the Jersey Shore over summer.

Think fake tans, breast enlargements, and hair extensions on the girls.

On the boys you can expect nothing but muscles, Ed Hardy t-shirts, gelled hair and fake tan.

People you might know: Mike 'The Situation' and Snooki. This show has recently been franchised into a British equivalent known as the *Geordie Shore*.



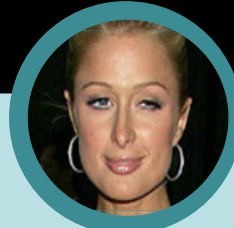
The Hills

While a reality show, *The Hills* is more unrealistic than most fictionalised dramas.

The show revolves around the fascinating (open to opinion) lives of a bunch of LA rich kids.

This show spawned a spin off of similar rich kids, this time in New York titled *The City*.

It also introduced the world to Heidi "10-cosmetic-procedures-in-one-day" Montag and Spencer "Flesh Beard" Pratt. Together they are the horribly unavoidable fame whore "Speidi".



Paris Hilton's My New BFF

This show is a competition to find Paris Hilton a new BFF (Best Friend Forever).

Paris Hilton is like the popular girl at school, sure she is "popular" but she is so shallow, bitchy and self obsessed that no one actually wants to be her friend – so thought she would float the fame boat with a competition to find a friend.

She apparently wasn't happy with what she found because this show has had 4 seasons!



The Vanilla Ice Project

"Got a problem? Yo, I'll solve it!"

The one hit wonder rapper is true to his word... if you have a housing and renovation problem, he will help you out.

When I say true to his word I lie – he still denies that the intro to Ice Ice Baby is in no way derived from the Queen song, Under Pressure...

I am serious. This is a renovation show featuring Vanilla Ice.

Word to your contractor!