



NUMBERS

Tuesday, April 20, 2010

Network Primetime Averages

Week ending April 11, 2010

Rank	Program Name	Net	Day	Time	Viewers
1	NCAA BASKETBALL CHAMPIONSHIP - BUTLER/DUKE	CBS	Mon	9:15 PM	23,944,000
2	<u>DANCING WITH THE STARS</u>	ABC	Mon	8:00 PM	21,209,000
3	<u>AMERICAN IDOL-TUESDAY</u>	FOX	Tue	8:00 PM	20,836,000
4	<u>AMERICAN IDOL-WEDNESDAY</u>	FOX	Wed	9:00 PM	20,168,000
5	<u>NCIS</u>	CBS	Tue	8:00 PM	16,448,000
6	<u>THE MENTALIST</u>	CBS	Thu	10:00 PM	16,318,000
7	<u>60 MINUTES</u>	CBS	Sun	7:11 PM	15,033,000
8	<u>CSI</u>	CBS	Thu	9:00 PM	14,968,000
9	<u>UNDERCOVER BOSS</u>	CBS	Sun	9:11 PM	14,676,000
10	<u>NCIS: LOS ANGELES</u>	CBS	Tue	9:00 PM	13,785,000
11	<u>CRIMINAL MINDS</u>	CBS	Wed	9:00 PM	12,697,000
12	<u>DANCING W/STARS RESULTS</u>	ABC	Tue	8:00 PM	12,435,000
13	<u>SURVIVOR: HEROES VS. VILLAINS</u>	CBS	Thu	8:00 PM	12,377,000
14	PRELUDE TO A CHAMPIONSHIP	CBS	Mon	9:00 PM	12,375,000
15	<u>THE GOOD WIFE</u>	CBS	Tue	10:00 PM	12,061,000
16	THE AMAZING RACE 16	CBS	Sun	8:11 PM	11,878,000

17	CASTLE	ABC	Mon	10:02 PM	11,703,000
18	CSI: NY	CBS	Wed	10:00 PM	10,637,000
19	BONES	FOX	Thu	8:00 PM	9,993,000
20	COLD CASE	CBS	Sun	10:11 PM	9,858,000

Weekend Box Office

T W	L W	Title (click to view)	Studio	Weekend Gross	% Change	Theater Count / Change	Average	Total Gross	Budget *	Week #
1	N	Kick-Ass	LGF	\$19,828,687	-	3,065	\$6,469	\$19,828,687	\$30	1
2	3	How to Train Your Dragon	P/DW	\$19,633,320	21.0%	3,825	\$5,133	\$158,251,066	\$165	4
3	2	Date Night	Fox	\$16,720,038	33.7%	3,380	\$4,947	\$48,666,799	\$55	2
4	N	Death at a Funeral (2010)	SGem	\$16,217,540	-	2,459	\$6,595	\$16,217,540	\$21	1
5	1	Clash of the Titans (2010)	WB	\$15,385,491	42.2%	3,753	\$4,100	\$132,600,220	\$125	3
6	5	The Last Song	BV	\$5,962,916	39.4%	2,767	\$2,155	\$50,187,855	\$20	3
7	4	Tyler Perry's Why Did I Get Married Too?	LGF	\$4,098,898	62.8%	1,859	\$2,205	\$54,801,812	\$20	3
8	7	Alice in Wonderland (2010)	BV	\$3,656,442	31.0%	2,024	\$1,807	\$324,131,301	\$200	7
9	6	Hot Tub Time Machine	MGM	\$3,490,471	35.7%	2,308	\$1,512	\$42,449,935	\$36	4
10	8	The Bounty Hunter	Sony	\$3,084,020	26.8%	2,475	\$1,246	\$60,261,888	\$40	5
11	9	Diary of a Wimpy Kid	Fox	\$2,790,042	29.9%	2,149	\$1,298	\$57,090,186	\$15	5

12	12	Avatar	Fox	\$1,002,814	+18.7%	500	+46	\$2,006	\$745,023,267	-	18
13	13	The Ghost Writer	Sum.	\$681,271	-17.2%	480	-85	\$1,419	\$13,251,944	\$45	9
14	15	The Girl with the Dragon Tattoo	MBox	\$631,021	+13.8%	152	+26	\$4,151	\$3,026,200	\$13	5
15	10	Letters to God	Viv.	\$620,580	-43.0%	714	-183	\$869	\$2,020,830	\$3	2
16	11	Shutter Island	Par.	\$522,049	-41.0%	602	-267	\$867	\$125,800,945	\$80	9
17	N	The Joneses	RAtt.	\$509,689	-	193	-	\$2,641	\$509,689	-	1
18	N	The Perfect Game	IW	\$494,000	-	417	-	\$1,185	\$494,000	-	1
19	18	Greenberg	Focus	\$320,111	-24.0%	172	+1	\$1,861	\$3,400,874	-	5
20	20	Hubble 3D	WB	\$307,794	-13.1%	41	-	\$7,507	\$3,279,965	-	5

Billboard Singles

- 1 Rihanna – Rude Boy
- 2 B.o.B. Featuring Bruno Mars – Nothin' on You
- 3 Train – Hey, Soul Sister
- 4 Taio Cruz Featuring Ludacris – Break Your Heart
- 5 Jason Derulo – In My Head
- 6 Lady Antebellum – Need You Now
- 7 Lady Gaga Featuring Beyonce – Telephone
- 8 Black Eyed Peas – Imma Be
- 9 Justin Bieber Featuring Ludacris – Baby
- 10 Usher featuring will.i.am - OMG

Billboard Albums

- 1 Justin Bieber – My World 2.0
- 2 Usher – Raymond V Raymond
- 3 Slash – Slash
- 4 Lady Antebellum – Need You Now
- 5 Various Artists – Now 33
- 6 Monica – Still Standing
- 7 Lady Gaga – The Fame
- 8 Justin Bieber – My World (EP)

- 9 Erykah Badu – New Amerykah: Part Two
- 10 Madonna – Sticky & Sweet Tour

NY Times Bestsellers

Hardcover Fiction

1. CHANGES, by Jim Butcher
2. THE HELP, by Kathryn Stockett
3. CAUGHT, by Harlan Coben
4. THE WALK, by Richard Paul Evans
5. A RIVER IN THE SKY, by Elizabeth Peters

Hardcover Nonfiction

1. THE BIG SHORT, by Michael Lewis
2. CHELSEA CHELSEA BANG BANG, by Chelsea Handler
3. THE BRIDGE, by David Remnick
4. THIS TIME TOGETHER, by Carol Burnett
5. THE PACIFIC, by Hugh Ambrose

Paperback Trade Fiction

1. THE GIRL WITH THE DRAGON TATTOO, by Stieg Larsson
2. THE GIRL WHO PLAYED WITH FIRE, by Stieg Larsson
3. THE LAST SONG, by Nicholas Sparks
4. LITTLE BEE, by Chris Cleave
5. A RELIABLE WIFE, by Robert Goolrick

Paperback Mass-Market Fiction

1. THE LAST SONG, by Nicholas Sparks
2. DEAD AND GONE, by Charlaine Harris
3. LION'S HEAT, by Lora Leigh
4. JUST TAKE MY HEART, by Mary Higgins Clark
5. HERO AT LARGE, by Janet Evanovich

Paperback Nonfiction

1. CONSERVATIVE VICTORY, by Sean Hannity
2. ARE YOU THERE, VODKA? IT'S ME, CHELSEA, by Chelsea Handler
3. THREE CUPS OF TEA, by Greg Mortenson and David Oliver Relin
4. EAT, PRAY, LOVE, by Elizabeth Gilbert
5. MY HORIZONTAL LIFE, by Chelsea Handler

Hardcover Advice

1. WOMEN FOOD AND GOD, by Geneen Roth
2. HOME COOKING WITH TRISHA YEARWOOD, by Trisha Yearwood with Gwen Yearwood and Beth Yearwood Bernard
3. MIKE AND MIKE'S RULES FOR SPORTS AND LIFE, by Mike Greenberg and Mike Golic with Andrew Chaikivsky
4. GIADA AT HOME, by Giada De Laurentiis
5. JAMIE'S FOOD REVOLUTION, by Jamie Oliver

Paperback Advice

1. HUNGRY GIRL 1-2-3, by Lisa Lillien
2. NOW EAT THIS!, by Rocco DiSpirito
3. FOOD RULES, by Michael Pollan
4. WHAT TO EXPECT WHEN YOU'RE EXPECTING, by Heidi Murkoff and Sharon Mazel
5. THE FIVE LOVE LANGUAGES, by Gary Chapman

Children's Books

1. LEGO STAR WARS, by Simon Beecroft
2. THE LION AND THE MOUSE, illustrated by Jerry Pinkney
3. POET EXTRAORDINAIRE!, by Jane O'Connor
4. THE EASTER EGG, written and illustrated by Jan Brett
5. MY GARDEN, written and illustrated by Kevin Henkes

Graphic Books

1. TWILIGHT: THE GRAPHIC NOVEL, VOL. 1, by Stephenie Meyer and Young C. Kim
2. KICK-ASS, by Mark Millar and John Romita Jr.
3. CAPTAIN AMERICA: REBORN, by Ed Brubaker and Bryan Hitch
4. DARK TOWER: THE FALL OF GILEAD, by Robin Furth and Peter David
5. THE BOOK OF GENESIS: ILLUSTRATED, by R. Crumb

iTunes Podcasts

1. Chicago Public Radio – This American Life
2. National Public Radio – NPR: Wait Wait... Don't Tell Me! Podcast
3. HowStuffWorks.com – Stuff You Should Know
4. Jad Abumrad & Robert Krulwich – WNYC's Radiolab
5. National Public Radio – NPR: Fresh Air Podcast
6. The New York Times – Freakonomics Radio
7. 20th Century Fox – Alvin and the Chipmunks: The Squeakquel "Making of a Scene"
8. TED – TED Talks (video)
9. HowStuffWorks.com – Stuff You Missed in History Class
10. Ricky Gervais – The Ricky Gervais Podcast