



NUMBERS

Tuesday, April 6, 2010

Network Primetime Averages

Week ending March 28, 2010

Rank	Program Name	Net	Day	Time	Viewers
1	AMERICAN IDOL-TUESDAY	FOX	Tue	8:00 PM	24,211,000
2	DANCING WITH THE STARS	ABC	Mon	8:00 PM	24,185,000
3	AMERICAN IDOL-WEDNESDAY	FOX	Wed	9:00 PM	21,437,000
4	UNDERCOVER BOSS	CBS	Sun	9:30 PM	16,717,000
5	60 MINUTES	CBS	Sun	7:30 PM	14,487,000
6	TWO AND A HALF MEN	CBS	Mon	9:00 PM	14,459,000
7	THE BIG BANG THEORY	CBS	Mon	9:30 PM	13,415,000
8	NCIS	CBS	Tue	8:00 PM	13,044,000
9	THE AMAZING RACE 16	CBS	Sun	8:30 PM	12,729,000
10	CASTLE	ABC	Mon	10:02 PM	12,207,000
11	NCAA BASKETBALL - WEST VIRGINIA/KENTUCKY	CBS	Sat	6:55 PM	12,052,000
12	GREY'S ANATOMY	ABC	Thu	9:00 PM	11,567,000
13	NCIS: LOS ANGELES	CBS	Tue	9:00 PM	11,335,000
14	NCAA BASKETBALL - XAVIER/KANSAS STATE	CBS	Thu	9:37 PM	11,317,000
15	SURVIVOR: HEROES VS. VILLAINS	CBS	Wed	8:00 PM	11,148,000
16	NCAA BASKETBALL - NORTHERN IOWA/MICHIGAN STATE	CBS	Fri	9:31 PM	11,082,000

17	CSI: MIAMI	CBS	Mon	10:00 PM	10,795,000
18	LAW AND ORDER:SVU	NBC	Wed	10:00 PM	10,581,000
19	COLD CASE	CBS	Sun	10:30 PM	10,319,000
20	NCAA BASKETBALL - BUTLER/SYRACUSE	CBS	Thu	7:00 PM	9,680,000

Weekend Box Office

I W	L W	Title (click to view)	Studio	Weekend Gross	% Change	Theater Count / Change		Average	Total Gross	Budget*	Week #
1	N	Clash of the Titans (2010)	WB	\$61,235,105	-	3,777	-	\$16,213	\$63,890,110	\$125	1
2	N	Tyler Perry's Why Did I Get Married Too?	LGF	\$29,289,537	-	2,155	-	\$13,591	\$29,289,537	\$20	1
3	1	How to Train Your Dragon	P/D W	\$29,010,044	-33.7%	4,060	+5	\$7,145	\$92,135,916	\$165	2
4	N	The Last Song	BV	\$16,007,426	-	2,673	-	\$5,989	\$25,395,041	\$20	1
5	2	Alice in Wonderland (2010)	BV	\$8,208,060	-53.6%	2,980	-404	\$2,754	\$309,733,753	\$200	5
6	3	Hot Tub Time Machine	MGM	\$8,070,716	-42.4%	2,771	+17	\$2,913	\$27,910,213	\$36	2
7	4	The Bounty Hunter	Sony	\$6,091,907	-49.3%	3,118	+44	\$1,954	\$48,853,453	\$40	3
8	5	Diary of a Wimpy Kid	Fox	\$5,302,369	-47.6%	2,842	-241	\$1,866	\$46,013,347	\$15	3
9	6	She's Out of My League	Par.	\$1,516,952	-56.8%	1,390	-1,042	\$1,091	\$28,712,974	\$20	4
10	8	Shutter Island	Par.	\$1,488,403	-53.3%	1,356	-767	\$1,098	\$123,440,937	\$80	7
11	7	Green	Uni	\$1,248,393	-	1,243	-	\$1,005	\$33,118,427	\$100	4

		Zone		5	63.1%	2	1,322		0		
12	13	The Ghost Writer	Sum.	\$1,127,697	-33.5%	656	-163	\$1,719	\$11,016,593	\$45	7
13	11	Avatar	Fox	\$980,239	-52.1%	511	-419	\$1,918	\$742,332,678	-	16
14	10	Our Family Wedding	FoxS	\$826,067	-64.9%	722	-410	\$1,144	\$18,602,225	-	4
15	14	Greenberg	Focus	\$725,294	-29.0%	186	+5	\$3,899	\$2,293,918	-	3
16	9	Repo Men	Uni.	\$576,180	-80.9%	873	-1,646	\$660	\$13,156,255	\$32	3
17	15	Chloe	SPC	\$512,871	-43.1%	339	-11	\$1,513	\$1,797,090	\$15	2
18	12	Remember Me	Sum.	\$482,428	-75.1%	906	-1,029	\$532	\$18,242,661	\$16	4
19	24	The Girl with the Dragon Tattoo	MBox	\$455,977	+33.5%	87	+43	\$5,241	\$1,438,838	\$13	3
20	23	Hubble 3D	WB	\$436,714	+14.3%	40	+1	\$10,918	\$1,968,671	-	3

Billboard Singles

- 1 Rihanna – Rude Boy
- 2 B.o.B. Featuring Bruno Mars – Nothin' on You
- 3 Train – Hey, Soul Sister
- 4 Lady Antebellum – Need You Now
- 5 Lady Gaga Featuring Beyonce – Telephone
- 6 Taio Cruz Featuring Ludacris – Break Your Heart
- 7 Black Eyed Peas – Imma Be
- 8 Justin Bieber Featuring Ludacris – Baby
- 9 Young Money Featuring Lloyd – BedRock
- 10 Ke\$ha – TiK ToK

Billboard Albums

- 1 Justin Bieber – My World 2.0
- 2 Monica – Still Standing
- 3 Various Artists – Now 33
- 4 Lady Antebellum – Need You Now
- 5 Justin Bieber – My World (EP)

- 6 She & Him – Volume Two
- 7 Ludacris – Battle of the Sexes
- 8 Lady Gaga – The Fame
- 9 Marvin Sapp – Here I Am
- 10 The Black Eyed Peas – The E.N.D.

NY Times Bestsellers

Hardcover Fiction

1. CAUGHT, by Harlan Coben
2. THE HELP, by Kathryn Stockett
3. HOUSE RULES, by Jodi Picoult
4. THE SILENT SEA, by Clive Cussler and Jack Du Brul
5. BITE ME, by Christopher Moore

Hardcover Nonfiction

1. THE BIG SHORT, by Michael Lewis
2. CHELSEA CHELSEA BANG BANG, by Chelsea Handler
3. THE PACIFIC, by Hugh Ambrose
4. CHANGE YOUR BRAIN, CHANGE YOUR BODY, by Daniel G. Amen
5. COURAGE AND CONSEQUENCE, by Karl Rove

Paperback Trade Fiction

1. THE GIRL WHO PLAYED WITH FIRE, by Stieg Larsson
2. THE GIRL WITH THE DRAGON TATTOO, 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. GONE TOMORROW, by Lee Child
3. JUST TAKE MY HEART, by Mary Higgins Clark
4. DEAR JOHN, by Nicholas Sparks
5. FIRST FAMILY, by David Baldacci

Paperback Nonfiction

1. THE BLIND SIDE, by Michael Lewis
2. ARE YOU THERE, VODKA? IT'S ME, CHELSEA, by Chelsea Handler
3. EAT, PRAY, LOVE, by Elizabeth Gilbert
4. MY HORIZONTAL LIFE, by Chelsea Handler
5. A PATRIOT'S HISTORY OF THE UNITED STATES, by Larry Schweikart and Michael Allen

Hardcover Advice

1. WOMEN, FOOD AND GOD, by Geneen Roth
2. THE KIND DIET, by Alicia Silverstone
3. SWITCH, by Chip Heath and Dan Heath
4. JAMIE'S FOOD REVOLUTION, by Jamie Oliver
5. REWORK, by Jason Fried and David Heinemeier Hansson

Paperback Advice

1. NOW EAT THIS!, by Rocco DiSpirito
2. FOOD RULES, by Michael Pollan
3. BANK ON YOURSELF, by Pamela Yellen
4. WHAT TO EXPECT WHEN YOU'RE EXPECTING, by Heidi Murkoff and Sharon Mazel
5. THE BELLY FAT CURE, by Jorge Cruise

Children's Books

1. THE EASTER EGG, written and illustrated by Jan Brett
2. LEGO STAR WARS, by Simon Beecroft
3. DISNEY'S ALICE IN WONDERLAND: THE VISUAL GUIDE, by Jo Casey and Laura Gilbert
4. THE LION AND THE MOUSE, illustrated by Jerry Pinkney
5. POET EXTRAORDINAIRE!, by Jane O'Connor

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. DARK TOWER: THE FALL OF GILEAD, by Robin Furth and Peter David
4. THE INVINCIBLE IRON MAN, VOL. 1, by Matt Fraction and Salvador Larroca
5. THE BOOK OF GENESIS: ILLUSTRATED, by R. Crumb

iTunes Podcasts

1. Chicago Public Radio – This American Life
2. 20th Century Fox – Alvin and the Chipmunks: The Squeakquel “Making of a Scene”
3. National Public Radio – NPR: Wait Wait... Don't Tell Me! Podcast
4. HowStuffWorks.com – Stuff You Should Know
5. The New York Times – Freakonomics Radio
6. Jad Abumrad & Robert Krulwich – WNYC's Radiolab
7. Ricky Gervais – The Ricky Gervais Podcast
8. National Public Radio – NPR: Fresh Air Podcast
9. The Moth – The Moth Podcast
10. HBO Podcasts – Real Time with Bill Maher