



# NUMBERS

**Tuesday, February 2, 2010**

**Network Primetime Averages**

Week ending Jan. 24, 2010

Rank	Program Name	Net	Day	Time	Viewers
1	<b>NFC CHAMPIONSHIP (VIKINGS/SAINTS)</b>	FOX	Sun	6:46 PM	57,933,000
2	<a href="#"><u>AMERICAN IDOL-WEDNESDAY</u></a>	FOX	Wed	8:00 PM	26,854,000
3	<a href="#"><u>AMERICAN IDOL-TUESDAY</u></a>	FOX	Tue	8:00 PM	26,384,000
4	<b>NFC CHAMPIONSHIP POST-GAME</b>	FOX	Sun	10:27 PM	23,833,000
5	<a href="#"><u>TWO AND A HALF MEN</u></a>	CBS	Mon	9:00 PM	16,310,000
6	<a href="#"><u>THE BIG BANG THEORY</u></a>	CBS	Mon	9:30 PM	15,046,000
7	<a href="#"><u>CRIMINAL MINDS</u></a>	CBS	Wed	9:00 PM	14,913,000
8	<a href="#"><u>THE MENTALIST</u></a>	CBS	Thu	10:00 PM	14,557,000
9	<a href="#"><u>CSI</u></a>	CBS	Thu	9:00 PM	14,287,000
10	<a href="#"><u>NCIS</u></a>	CBS	Tue	8:00 PM	14,187,000
11	<a href="#"><u>CSI: NY</u></a>	CBS	Wed	10:00 PM	13,539,000
12	<a href="#"><u>CSI: MIAMI</u></a>	CBS	Mon	10:00 PM	13,218,000
13	<a href="#"><u>GREY'S ANATOMY</u></a>	ABC	Thu	9:00 PM	12,699,000
14	<a href="#"><u>NCIS: LOS ANGELES</u></a>	CBS	Tue	9:00 PM	12,340,000
15	<a href="#"><u>BONES</u></a>	FOX	Thu	8:00 PM	11,968,000
16	<a href="#"><u>24</u></a>	FOX	Mon	8:00 PM	11,106,000

17	<a href="#">THE BACHELOR: ON THE WINGS OF LOVE</a>	ABC	Mon	8:00 PM	10,660,000
18	<a href="#">HUMAN TARGET</a>	FOX	Wed	9:00 PM	10,456,000
19	<a href="#">HOW I MET YOUR MOTHER</a>	CBS	Mon	8:00 PM	10,413,000
20	<a href="#">THE BIGGEST LOSER</a>	NBC	Tue	8:00 PM	9,947,000

### Weekend Box Office

<a href="#">I</a> <a href="#">W</a>	<a href="#">L</a> <a href="#">W</a>	<a href="#">Title (click to view)</a>	<a href="#">Studi</a> <a href="#">o</a>	<a href="#">Weekend</a> <a href="#">Gross</a>	<a href="#">%</a> <a href="#">Chang</a> <a href="#">e</a>	<a href="#">Theater</a> <a href="#">Count /</a> <a href="#">Change</a>	<a href="#">Averag</a> <a href="#">e</a>	<a href="#">Total Gross</a>	<a href="#">Budge</a> <a href="#">t*</a>	<a href="#">Wee</a> <a href="#">k #</a>
1	1	<a href="#">Avatar</a>	<a href="#">Fox</a>	\$31,280,029	-10.5%	3,074	\$10,176	\$595,752,416	-	7
2	N	<a href="#">Edge of Darkness</a>	<a href="#">WB</a>	\$17,214,384	-	3,066	\$5,615	\$17,214,384	\$80	1
3	N	<a href="#">When in Rome</a>	<a href="#">BV</a>	\$12,350,041	-	2,456	\$5,029	\$12,350,041	-	1
4	4	<a href="#">The Tooth Fairy</a>	<a href="#">Fox</a>	\$9,998,109	-28.6%	3,345	\$2,989	\$26,104,387	\$48	2
5	3	<a href="#">The Book of Eli</a>	<a href="#">WB</a>	\$8,908,286	-43.4%	3,075	\$2,897	\$74,511,765	\$80	3
6	2	<a href="#">Legion (2010)</a>	<a href="#">SGe</a> <a href="#">m</a>	\$7,176,375	-59.0%	2,476	\$2,898	\$29,022,786	\$26	2
7	5	<a href="#">The Lovely Bones</a>	<a href="#">P/D</a> <a href="#">W</a>	\$4,726,828	-43.8%	2,638	\$1,792	\$38,005,738	\$65	8
8	6	<a href="#">Sherlock Holmes</a>	<a href="#">WB</a>	\$4,515,344	-31.9%	2,250	\$2,007	\$197,601,522	\$90	6
9	7	<a href="#">Alvin and the Chipmunks : The Squeakquel</a>	<a href="#">Fox</a>	\$3,997,136	-37.6%	2,526	\$1,582	\$209,294,997	\$75	6
10	9	<a href="#">It's Complicated</a>	<a href="#">Uni.</a>	\$3,804,215	-34.5%	2,096	\$1,815	\$104,111,035	\$85	6
11	11	<a href="#">The Blind Side</a>	<a href="#">WB</a>	\$3,021,317	-27.5%	1,751	\$1,725	\$237,914,805	\$29	11
12	12	<a href="#">Up in the Air</a>	<a href="#">Par.</a>	\$2,801,141	-28.2%	1,430	\$1,959	\$73,273,311	\$25	9
13	8	<a href="#">Extraordinary</a>	<a href="#">CBS</a>	\$2,619,257	-56.4%	2,549	\$1,028	\$10,445,568	\$31	2

### Measures

14	16	<a href="#">Crazy Heart</a>	<a href="#">FoxS</a>	\$2,309,245	+70.6%	239	+146	\$9,662	\$6,657,379	-	7
15	10	<a href="#">The Spy Next Door</a>	<a href="#">LGF</a>	\$2,075,020	-54.7%	1,851	-1,073	\$1,121	\$21,539,771	-	3
16	13	<a href="#">Leap Year</a>	<a href="#">Uni.</a>	\$1,015,910	-64.8%	1,135	-804	\$895	\$24,734,590	\$19	4
17	17	<a href="#">The Princess and the Frog</a>	<a href="#">BV</a>	\$800,570	-38.1%	728	-354	\$1,100	\$100,352,358	\$105	10
18	14	<a href="#">To Save a Life</a>	<a href="#">Gold.</a>	\$733,457	-53.6%	440	-1	\$1,667	\$2,569,955	\$0.5	2
19	15	<a href="#">Daybreakers</a>	<a href="#">LGF</a>	\$699,338	-54.9%	725	-798	\$965	\$29,423,212	\$20	4
20	19	<a href="#">The Young Victoria</a>	<a href="#">App.</a>	\$584,399	-21.6%	390	+83	\$1,498	\$7,673,212	\$35	7

### Billboard Singles

- 1 Ke\$ha – TiK ToK
- 2 Taylor Swift – Today Was a Fairytale
- 3 Lady Gaga – Bad Romance
- 4 Young Money Featuring Lloyd – BedRock
- 5 Justin Bieber Featuring Ludacris – Baby
- 6 Iyaz – Replay
- 7 David Guetta Featuring Akon – Sexy Chick
- 8 Jay-Z + Alicia Keys – Empire State of Mind
- 9 Rihanna Featuring Jeezy – Hard
- 10 Train – Hey, Soul Sister

### Billboard Albums

- 1 Various Artists – Hope for Haiti Now
- 2 Susan Boyle – I Dreamed a Dream
- 3 Lady Gaga – The Fame
- 4 Spoon – Transference
- 5 Various Artists – 2010 Grammy Nominees
- 6 Vampire Weekend – Contra
- 7 Alicia Keys – The Element of Freedom
- 8 Ke\$ha – Animal
- 9 The Black Eyed Peas – The E.N.D.
- 10 Taylor Swift – Fearless

### NY Times Bestsellers

#### Hardcover Fiction

1. THE HELP, by Kathryn Stockett
2. KISSER, by Stuart Woods
3. THE LOST SYMBOL, by Dan Brown

4. THE BURNING LAND, by Bernard Cornwell
5. THE FIRST RULE, by Robert Crais n

#### Hardcover Nonfiction

1. GAME CHANGE, by John Heilemann and Mark Halperin
2. COMMITTED, by Elizabeth Gilbert
3. STONES INTO SCHOOLS, by Greg Mortenson
4. HAVE A LITTLE FAITH, by Mitch Albom
5. GOING ROGUE, by Sarah Palin

#### Paperback Trade Fiction

1. THE LOVELY BONES, by Alice Sebold
2. A RELIABLE WIFE, by Robert Goolrick
3. DEAR JOHN, by Nicholas Sparks
4. THE GIRL WITH THE DRAGON TATTOO, by Stieg Larsson
5. PUSH, by Sapphire

#### Paperback Mass-Market Fiction

1. DEAR JOHN, by Nicholas Sparks
2. THE LOVELY BONES, by Alice Sebold
3. THE DEVIL'S PUNCHBOWL, by Greg Iles
4. PLUM SPOOKY, by Janet Evanovich
5. THE TRUTH ABOUT LORD STONEVILLE, by Sabrina Jeffries

#### Paperback Nonfiction

1. THE BLIND SIDE, by Michael Lewis
2. THREE CUPS OF TEA, by Greg Mortenson and David Oliver Relin
3. THE GLASS CASTLE, by Jeannette Walls
4. EAT, PRAY, LOVE, by Elizabeth Gilbert
5. ARE YOU THERE, VODKA? IT'S ME, CHELSEA, by Chelsea Handler

#### Hardcover Advice

1. THE HAPPINESS PROJECT, by Gretchen Rubin
2. MASTERING THE ART OF FRENCH COOKING, VOL. 1, by Julia Child, Simone Beck and Louisette Bertholle
3. THE MAYO CLINIC DIET, by the Mayo Clinic staff
4. THE FULL PLATE DIET, by Stuart A. Seale, Teresa Sherard and Diana Fleming
5. MASTER YOUR METABOLISM, by Jillian Michaels with Mariska van Aalst

#### Paperback Advice

1. FOOD RULES, by Michael Pollan
2. THE BELLY FAT CURE, by Jorge Cruise
3. COOK THIS, NOT THAT!, by David Zinczenko and Matt Goulding
4. WOMEN AND MONEY, by Suze Orman
5. WHAT TO EXPECT WHEN YOU'RE EXPECTING, by Heidi Murkoff and Sharon Mazel

#### Children's Books

1. THE LION AND THE MOUSE, by Jerry Pinkney
2. ALL THE WORLD, by Liz Garton Scanlon
3. LISTEN TO THE WIND, by Greg Mortenson and Susan L. Roth
4. BUBBLE TROUBLE, by Margaret Mahy
5. THE CURIOUS GARDEN, written and illustrated by Peter Brown

#### **iTunes Podcasts**

1. Chicago Public Radio – This American Life

2. Apple Inc. – Apple Keynotes
3. National Public Radio – NPR: Wait Wait... Don't Tell Me! Podcast
4. Starz – Spartacus: Blood and Sand
5. Summit Entertainment – The Twilight Saga: New Moon Exclusive Clip
6. HowStuffWorks.com – Stuff You Should Know
7. National Public Radio – NPR: Fresh Air Podcast
8. BBC Radio 4 – A History of the World in 100 Objects
9. Ricky Gervais – The Ricky Gervais Podcast
10. The Economist – The Economist Newspaper Limited

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