



NUMBERS

Tuesday, February 23, 2010

Network Primetime Averages

Week ending Feb. 14, 2010

| Rank | Program Name | Net | Day | Time | Viewers |
|------|--|-----|-----|----------|------------|
| 1 | WINTER OLYMPICS OPENING CEREMONY | NBC | Fri | 8:00 PM | 32,641,000 |
| 2 | <u>AMERICAN IDOL-TUESDAY</u> | FOX | Tue | 8:00 PM | 27,892,000 |
| 3 | WINTER OLYMPICS - SUNDAY | NBC | Sun | 7:00 PM | 26,372,000 |
| 4 | WINTER OLYMPICS - SATURDAY | NBC | Sat | 8:30 PM | 26,189,000 |
| 5 | <u>AMERICAN IDOL-WEDNESDAY</u> | FOX | Wed | 9:00 PM | 25,172,000 |
| 6 | <u>NCIS</u> | CBS | Tue | 8:00 PM | 19,748,000 |
| 7 | <u>NCIS: LOS ANGELES</u> | CBS | Tue | 9:00 PM | 17,906,000 |
| 8 | <u>TWO AND A HALF MEN</u> | CBS | Mon | 9:00 PM | 17,661,000 |
| 9 | <u>THE BIG BANG THEORY</u> | CBS | Mon | 9:30 PM | 16,260,000 |
| 10 | <u>THE MENTALIST</u> | CBS | Thu | 10:00 PM | 15,861,000 |
| 11 | <u>UNDERCOVER BOSS</u> | CBS | Sun | 9:00 PM | 15,446,000 |
| 12 | <u>THE GOOD WIFE</u> | CBS | Tue | 10:00 PM | 14,754,000 |
| 13 | <u>CRIMINAL MINDS</u> | CBS | Wed | 9:00 PM | 14,334,000 |
| 14 | <u>SURVIVOR: HEROES VS. VILLAINS</u> | CBS | Thu | 8:00 PM | 14,152,000 |
| 15 | <u>HOUSE</u> | FOX | Mon | 8:00 PM | 13,599,000 |
| 16 | <u>CSI: MIAMI</u> | CBS | Mon | 10:00 PM | 13,532,000 |

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|----|--|-----|-----|----------|------------|
| 17 | CSI: NY | CBS | Wed | 10:00 PM | 12,979,000 |
| 18 | GREY'S ANATOMY | ABC | Thu | 9:00 PM | 12,735,000 |
| 19 | THE BACHELOR: ON THE WINGS OF LOVE | ABC | Mon | 8:00 PM | 12,350,000 |
| 20 | LOST | ABC | Tue | 9:00 PM | 11,045,000 |

Weekend Box Office

| I W | L W | Title (click to view) | Studio | Weekend Gross | % Change | Theater Count / Change | | Average | Total Gross | Budget * | Wee k # |
|-------------------------|-------------------------|--|------------------------|-----------------------------------|------------------------------|--|-----|-------------------------|-----------------------------|------------------------------|-----------------------------|
| 1 | N | Shutter Island | Par. | \$41,062,440 | - | 2,991 | - | \$13,729 | \$41,062,440 | \$80 | 1 |
| 2 | 1 | Valentine's Day | WB | \$16,665,299 | 70.4% | 3,665 | - | \$4,547 | \$86,927,385 | \$52 | 2 |
| 3 | 4 | Avatar | Fox | \$16,240,857 | 31.2% | 2,581 | 104 | \$6,292 | \$687,962,011 | - | 10 |
| 4 | 3 | Percy Jackson & The Olympians: The Lightning Thief | Fox | \$15,254,421 | 51.2% | 3,396 | 40 | \$4,492 | \$58,714,813 | \$95 | 2 |
| 5 | 2 | The Wolfman | Uni. | \$9,895,105 | 68.6% | 3,223 | +1 | \$3,070 | \$50,363,730 | \$150 | 2 |
| 6 | 5 | Dear John | SGem | \$7,130,552 | 55.6% | 3,062 | +87 | \$2,329 | \$65,801,765 | \$25 | 3 |
| 7 | 6 | Tooth Fairy | Fox | \$4,354,280 | 28.1% | 2,523 | 225 | \$1,726 | \$49,721,400 | \$48 | 5 |
| 8 | 9 | Crazy Heart | FoxS | \$2,964,586 | 30.5% | 1,089 | +84 | \$2,722 | \$21,524,784 | \$7 | 10 |
| 9 | 7 | From Paris with Love | LGF | \$2,661,829 | 51.6% | 2,311 | 411 | \$1,152 | \$21,361,504 | \$52 | 3 |
| 10 | 8 | Edge of Darkness | WB | \$2,243,311 | 53.7% | 2,118 | 497 | \$1,059 | \$40,347,222 | \$80 | 4 |

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|----|--------|---|---------------------------|-------------|--------|-------|-----|---------|---------------|------|----|
| 11 | 1 1 | The Book of Eli | WB | \$1,888,305 | 48.0 % | 1,455 | 370 | \$1,298 | \$90,775,391 | \$80 | 6 |
| 12 | 1 0 | When in Rome | BV | \$1,737,917 | 52.8 % | 1,627 | 498 | \$1,068 | \$29,344,987 | - | 4 |
| 13 | 1 2 | The Blind Side | WB | \$1,451,100 | 35.8 % | 1,060 | 115 | \$1,369 | \$247,071,052 | \$29 | 14 |
| 14 | 1 5 | Up in the Air | Par. | \$1,052,036 | 40.7 % | 727 | 198 | \$1,447 | \$80,908,880 | \$25 | 12 |
| 15 | 1 7 | Alvin and the Chipmunks: The Squeakquel | Fox | \$935,085 | 27.0 % | 841 | 216 | \$1,112 | \$215,581,073 | \$75 | 9 |
| 16 | 1 6 | Sherlock Holmes | WB | \$846,490 | 46.8 % | 713 | 237 | \$1,187 | \$205,534,198 | \$90 | 9 |
| 17 | 1 3 | My Name is Khan | FoxS | \$700,885 | 63.9 % | 125 | +5 | \$5,607 | \$3,253,168 | - | 2 |
| 18 | 1 8 | It's Complicated | Uni. | \$699,510 | 42.5 % | 598 | 189 | \$1,170 | \$110,724,780 | \$85 | 9 |
| 19 | 1 4 | Legion (2010) | SGe m | \$625,408 | 65.8 % | 786 | 638 | \$796 | \$39,221,554 | \$26 | 5 |
| 20 | 2 2 | The Last Station | SPC | \$558,214 | +8.5 % | 109 | +25 | \$5,121 | \$2,162,370 | \$18 | 6 |

Billboard Singles

- 1 Ke\$ha – TiK ToK
- 2 Artists for Haiti – We Are the World 25
- 3 Black Eyed Peas – Imma Be
- 4 Young Money Featuring Lloyd – BedRock
- 5 Lady Gaga – Bad Romance
- 6 Lady Antebellum – Need You Now
- 7 Train – Hey, Soul Sister
- 8 Ludacris – How Low
- 9 Jason Derulo – In My Head
- 10 David Guetta Featuring Akon – Sexy Chick

Billboard Albums

- 1 Sade – Soldier of Love
- 2 Lady Antebellum – Need You Now
- 3 Jaheim – Another Round
- 4 Lil Wayne – Rebirth
- 5 Josh Turner – Haywire
- 6 tobyMac – Tonight
- 7 Lady Gaga – The Fame
- 8 The Black Eyed Peas – The E.N.D.
- 9 Susan Boyle – I Dreamed a Dream
- 10 Taylor Swift – Fearless

NY Times Bestsellers

Hardcover Fiction

1. WORST CASE, by James Patterson and Michael Ledwidge
2. THE HELP, by Kathryn Stockett
3. THE LOST SYMBOL, by Dan Brown
4. WINTER GARDEN, by Kristin Hannah
5. FLIRT, by Laurell K. Hamilton

Hardcover Nonfiction

1. GAME CHANGE, by John Heilemann and Mark Halperin
2. THE POLITICIAN, by Andrew Young
3. STAYING TRUE, by Jenny Sanford
4. I AM OZZY, by Ozzy Osbourne with Chris Ayres
5. ON THE BRINK, by Henry M. Paulson Jr.

Paperback Trade Fiction

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

Paperback Mass-Market Fiction

1. DEAR JOHN, by Nicholas Sparks
2. THE SCARECROW, by Michael Connelly
3. HOT ROCKS, by Nora Roberts
4. FIRST DROP OF CRIMSON, by Jeaniene Frost
5. THE LOVELY BONES, by Alice Sebold

Paperback Nonfiction

1. THE BLIND SIDE, by Michael Lewis
2. THE LOST CITY OF Z, by David Grann
3. THREE CUPS OF TEA, by Greg Mortenson and David Oliver Relin
4. ARE YOU THERE, VODKA? IT'S ME, CHELSEA, by Chelsea Handler
5. THE SURVIVORS CLUB, by Ben Sherwood

Hardcover Advice

1. THE KIND DIET, by Alicia Silverstone
2. SO LONG, INSECURITY, by Beth Moore
3. MASTERING THE ART OF FRENCH COOKING, VOL. 1, by Julia Child, Simone Beck and Louisette Bertholle
4. THE HAPPINESS PROJECT, by Gretchen Rubin
5. ACT LIKE A LADY, THINK LIKE A MAN, by Steve Harvey with Denene Millner

Paperback Advice

1. FOOD RULES, by Michael Pollan
2. COOK THIS, NOT THAT!, by David Zinczenko and Matt Goulding
3. THE FIVE LOVE LANGUAGES, by Gary Chapman
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 LION AND THE MOUSE, illustrated by Jerry Pinkney
2. THE EASTER EGG, written and illustrated by Jan Brett
3. LISTEN TO THE WIND, by Greg Mortenson and Susan L. Roth
4. AMELIA BEDELIA'S FIRST VALENTINE, by Herman Parish
5. ALL THE WORLD, by Liz Garton Scanlon

iTunes Podcasts

1. The New York Times – Freakonomics Radio
2. Jad Abumrad & Robert Krulwich – WNYC's Radio Lab
3. Ricky Gervais – The Ricky Gervais Podcast
4. HBO Podcasts – The Ricky Gervais Show
5. Chicago Public Radio – This American Life
6. HBO Podcasts – Real Time with Bill Maher
7. National Public Radio – NPR: Wait Wait... Don't Tell Me! Podcast
8. HowStuffWorks.com – Stuff You Should Know
9. National Public Radio – NPR: Fresh Air Podcast
10. Summit Entertainment – The Twilight Saga: New Moon

Central Talent Booking