



NUMBERS

Wednesday, February 17, 2010

Network Primetime Averages

Week ending Feb. 7, 2010

Rank	Program Name	Net	Day	Time	Viewers
1	SUPER BOWL XLIV	CBS	Sun	6:31 PM	106,476,000
2	SUPER BOWL XLIV POST GAME	CBS	Sun	9:50 PM	75,474,000
3	<u>UNDERCOVER BOSS</u>	CBS	Sun	10:13 PM	38,654,000
4	<u>AMERICAN IDOL-TUESDAY</u>	FOX	Tue	8:00 PM	24,705,000
5	<u>AMERICAN IDOL-WEDNESDAY</u>	FOX	Wed	9:00 PM	20,999,000
6	<u>NCIS</u>	CBS	Tue	8:00 PM	19,234,000
7	<u>TWO AND A HALF MEN</u>	CBS	Mon	9:00 PM	16,506,000
8	<u>NCIS: LOS ANGELES</u>	CBS	Tue	9:00 PM	16,422,000
9	<u>THE BIG BANG THEORY</u>	CBS	Mon	9:30 PM	15,506,000
10	<u>CRIMINAL MINDS</u>	CBS	Wed	9:00 PM	14,745,000
11	<u>THE MENTALIST</u>	CBS	Thu	10:00 PM	14,682,000
12	<u>CSI</u>	CBS	Thu	9:00 PM	14,491,000
13	<u>CSI: NY</u>	CBS	Wed	10:00 PM	14,158,000
14	<u>CSI: MIAMI</u>	CBS	Mon	10:00 PM	13,440,000
15	<u>HOUSE</u>	FOX	Mon	8:00 PM	13,378,000
16	<u>THE GOOD WIFE</u>	CBS	Tue	10:00 PM	12,808,000

17	GREY'S ANATOMY	ABC	Thu	9:00 PM	12,549,000
18	BONES	FOX	Thu	8:00 PM	12,372,000
19	LOST	ABC	Tue	9:00 PM	12,090,000
20	THE BACHELOR: ON THE WINGS OF LOVE	ABC	Mon	8:00 PM	11,734,000

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	Valentine's Day	WB	\$56,260,707	-	3,665	-	\$15,351	\$56,260,707	\$52	1
2	N	The Wolfman	Uni.	\$31,479,235	-	3,222	-	\$9,770	\$31,479,235	\$150	1
3	N	Percy Jackson & The Olympians: The Lightning Thief	Fox	\$31,236,067	-	3,356	-	\$9,308	\$31,236,067	\$95	1
4	2	Avatar	Fox	\$23,611,625	+3.3%	2,685	-315	\$8,794	\$661,217,278	-	9
5	1	Dear John	SGe m	\$16,071,526	-47.3%	2,975	+6	\$5,402	\$53,949,098	\$25	2
6	5	Tooth Fairy	Fox	\$6,054,257	-8.7%	2,748	-470	\$2,203	\$41,982,992	\$48	4
7	3	From Paris with Love	LGF	\$5,495,113	-32.6%	2,722	-	\$2,019	\$16,607,903	\$52	2
8	4	Edge of Darkness	WB	\$4,841,295	-29.4%	2,615	-451	\$1,851	\$36,324,976	\$80	3
9	8	Crazy Heart	FoxS	\$4,265,989	+19.6%	1,005	+186	\$4,245	\$16,792,964	\$7	9
10	6	When in Rome	BV	\$3,682,881	-33.6%	2,125	-331	\$1,733	\$26,280,610	-	3
11	7	The Book of Eli	WB	\$3,631,838	-23.0%	1,825	-995	\$1,990	\$87,586,069	\$80	5
12	1	The Blind Side	WB	\$2,261,787	-9.6%	1,175	-565	\$1,925	\$244,728,128	\$29	13
13	N	My Name is Khan	FoxS	\$1,944,027	-	120	-	\$16,200	\$1,944,027	-	1

1	4	9	Legion (2010)	SGem	\$1,830,167	-47.0%	1,424	-915	\$1,285	\$37,932,062	\$26	4
1	5	1	Up in the Air	Par.	\$1,773,750	-22.3%	925	-622	\$1,918	\$79,212,519	\$25	11
1	6	1	Sherlock Holmes	WB	\$1,591,601	-37.2%	950	-855	\$1,675	\$204,055,200	\$90	8
1	7	1	Alvin and the Chipmunks: The Squeakquel	Fox	\$1,280,651	-39.8%	1,057	-908	\$1,212	\$213,896,122	\$75	8
1	8	1	It's Complicated	Uni.	\$1,215,915	-41.6%	787	-884	\$1,545	\$109,560,840	\$85	8
1	9	1	The Lovely Bones	P/DW	\$690,285	-69.5%	833	1,497	\$829	\$42,847,901	\$65	10
2	0	2	The Princess and the Frog	BV	\$607,920	+37.1%	441	-75	\$1,379	\$101,747,606	\$105	12

Billboard Singles

- 1 Ke\$ha – TiK ToK
- 2 Black Eyed Peas – Imma Be
- 3 Lady Antebellum – Need You Now
- 4 Young Money Featuring Lloyd – BedRock
- 5 Lady Gaga – Bad Romance
- 6 David Guetta Featuring Akon – Sexy Chick
- 7 Train – Hey, Soul Sister
- 8 Ludacris – How Low
- 9 The Black Eyed Peas – I Gotta Feeling
- 10 Iyaz – Replay

Billboard Albums

- 1 Lady Antebellum – Need You Now
- 2 Lil Wayne – Rebirth
- 3 Nick Jonas & the Administration – Who I Am
- 4 Lady Gaga – The Fame
- 5 Various Artists – 2010 Grammy Nominees
- 6 The Black Eyed Peas – The E.N.D.
- 7 Taylor Swift – Fearless
- 8 Rob Zombie – Hellbilly Deluxe 2
- 9 Susan Boyle – I Dreamed a Dream
- 10 Zac Brown Band – The Foundation

NY Times Bestsellers

Hardcover Fiction

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

Hardcover Nonfiction

1. GAME CHANGE, by John Heilemann and Mark Halperin
2. THE POLITICIAN, by Andrew Young
3. ON THE BRINK, by Henry M. Paulson Jr.
4. I AM OZZY, by Ozzy Osbourne with Chris Ayres
5. THE IMMORTAL LIFE OF HENRIETTA LACKS, by Rebecca Skloot

Paperback Trade Fiction

1. A RELIABLE WIFE, by Robert Goolrick
2. THE LAST SONG, by Nicholas Sparks
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. HOT ROCKS, by Nora Roberts
3. TATE, by Linda Lael Miller
4. THE SCARECROW, by Michael Connelly
5. THE LOVELY BONES, by Alice Sebold

Paperback Nonfiction

1. THE LOST CITY OF Z, by David Grann
2. THE BLIND SIDE, by Michael Lewis
3. THREE CUPS OF TEA, by Greg Mortenson and David Oliver Relin
4. A PEOPLE'S HISTORY OF THE UNITED STATES, by Howard Zinn
5. ARE YOU THERE, VODKA? IT'S ME, CHELSEA, by Chelsea Handler

Hardcover Advice

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

Paperback Advice

1. FOOD RULES, by Michael Pollan
2. THE BELLY FAT CURE, by Jorge Cruise
3. WHAT TO EXPECT WHEN YOU'RE EXPECTING, by Heidi Murkoff and Sharon Mazel
4. COOK THIS, NOT THAT!, by David Zinczenko and Matt Goulding
5. THE LOVE DARE, by Stephen and Alex Kendrick with Lawrence Kimbrough

Children's Books

1. THE LION AND THE MOUSE, illustrated by Jerry Pinkney
2. ALL THE WORLD, by Liz Garton Scanlon
3. RED SINGS FROM TREETOPS, by Joyce Sidman
4. LISTEN TO THE WIND, by Greg Mortenson and Susan L. Roth

5. AMELIA BEDELIA'S FIRST VALENTINE, by Herman Parish

iTunes Podcasts

1. The New York Times – Freakonomics Radio
2. Chicago Public Radio – This American Life
3. Kevin Smith and Scott Mosier – SModcast: SModcast.com
4. BBC Radio 4 – In Our Time with Melvyn Bragg
5. HBO Podcasts – The Ricky Gervais Show
6. National Public Radio – NPR: Wait Wait... Don't Tell Me! Podcast
7. Produced by ABC, Inc. – The Official LOST Podcast
8. Summit Entertainment – The Twilight Saga: New Moon Exclusive Clip
9. National Public Radio – NPR: Fresh Air Podcast
10. HowStuffWorks.com – Stuff You Should Know

Central Talent Booking