



NUMBERS

Tuesday, January 19, 2010

Network Primetime Averages

Week ending Jan. 3, 2010

Rank	Program Name	Net	Day	Time	Viewers
1	SUNDAY NIGHT FOOTBALL (BENGALS/JETS)	NBC	Sun	8:31 PM	16,333,000
2	SUGAR BOWL (FLORIDA/CINCINNATI)	FOX	Fri	8:46 PM	15,533,000
3	DESPERATE HOUSEWIVES	ABC	Sun	9:00 PM	15,349,000
4	60 MINUTES	CBS	Sun	7:27 PM	14,844,000
5	SUNDAY NIGHT NFL PRE-KICK	NBC	Sun	8:22 PM	14,161,000
6	NCIS	CBS	Tue	8:00 PM	12,870,000
7	ROSE BOWL POST-GAME	ABC	Fri	8:26 PM	11,906,000
8	THE OT	FOX	Sun	7:20 PM	11,514,000
9	TWO AND A HALF MEN	CBS	Mon	9:00 PM	11,088,000
10	CRIMINAL MINDS	CBS	Wed	9:00 PM	11,056,000
11	EXTREME MAKEOVER: HOME EDITION	ABC	Sun	8:00 PM	10,983,000
12	CSI: NY	CBS	Wed	10:00 PM	10,888,000
13	BROTHERS & SISTERS	ABC	Sun	10:01 PM	10,781,000
14	AMERICA'S FUNNIEST HOME VIDEOS	ABC	Sun	7:00 PM	10,152,000
15	FOOTBALL NIGHT IN AMERICA PT 3	NBC	Sun	7:55 PM	10,133,000
16	THE BIG BANG THEORY	CBS	Mon	9:30 PM	9,935,000

17	NCIS - SUNDAY	CBS	Sun	8:27 PM	9,906,000
18	KENNEDY CENTER HONORS	CBS	Tue	9:00 PM	9,627,000
19	CSI: MIAMI	CBS	Mon	10:00 PM	9,486,000
20	THE SIMPSONS	FOX	Sun	8:00 PM	8,552,000

Weekend Box Office

I	L	Title (click to view)	Studio	Weekend Gross	% Change	Theater Count / Change		Average	Total Gross	Budget*	Week #
1	1	Avatar	Fox	\$42,800,000	-14.9%	3,285	-137	\$13,029	\$493,267,000	-	5
2	N	The Book of Eli	WB	\$32,770,000	-	3,111	-	\$10,534	\$32,770,000	\$80	1
3	-	The Lovely Bones	P/DW	\$17,020,000	+44,025.3%	2,563	+2,560	\$6,641	\$17,487,000	\$100	6
4	3	Alvin and the Chipmunks: The Squeakquel	Fox	\$11,650,000	-29.7%	3,296	-345	\$3,535	\$192,742,000	\$75	4
5	2	Sherlock Holmes	WB	\$9,880,000	-40.4%	3,173	-453	\$3,114	\$180,073,000	\$90	4
6	N	The Spy Next Door	LGF	\$9,600,000	-	2,924	-	\$3,283	\$9,600,000	-	1
7	5	It's Complicated	Uni.	\$7,672,000	-30.3%	2,670	-285	\$2,873	\$88,224,000	\$85	4
8	6	Leap Year	Uni.	\$5,828,000	-36.7%	2,512	+1	\$2,320	\$17,529,000	\$19	2
9	7	The Blind Side	WB	\$5,555,000	-26.2%	2,408	-472	\$2,307	\$226,764,000	\$29	9
10	8	Up in the Air	Par.	\$5,458,000	-23.8%	2,107	-111	\$2,590	\$62,831,000	\$25	7
11	4	Daybreakers	LGF	\$4,900,000	-67.6%	2,523	-	\$1,942	\$24,088,000	\$20	2
12	9	Youth in Revolt	W/Di m.	\$2,997,000	-56.5%	1,873	-	\$1,600	\$12,136,000	\$18	2
13	10	The Princess	BV	\$2,802,000	-39.8%	1,777	-843	\$1,577	\$96,331,000	\$105	8

		and the Frog									
1	1	The Imaginarium of Doctor Parnassus	SPC	\$1,049,000	-40.5%	601	-6	\$1,745	\$4,801,000	\$30	4
4	1										
1	1	The Young Victoria	App.	\$949,300	-19.6%	418	-58	\$2,271	\$5,501,037	\$35	5
5	6										
1	1	The Twilight Saga: New Moon	Sum.	\$928,939	-45.5%	724	-443	\$1,283	\$292,229,350	\$50	9
6	3										
1	2	A Single Man	Wein.	\$843,000	+134.3%	219	+171	\$3,849	\$3,290,000	-	6
7	3										
1	1	Invictus	WB	\$805,000	-53.3%	602	-738	\$1,337	\$34,974,000	\$60	6
8	2										
1	1	Crazy Heart	FoxS	\$647,000	+40.0%	47	+14	\$13,766	\$2,075,000	-	5
9	9										
2	1	Nine	Wein.	\$578,000	-64.2%	422	-638	\$1,370	\$18,145,000	\$80	5
0	4										

Billboard Singles

- 1 Ke\$ha – TiK ToK
- 2 Lady Gaga – Bad Romance
- 3 Jay-Z + Alicia Keys – Empire State of Mind
- 4 Iyaz – Replay
- 5 Owl City – Fireflies
- 6 David Guetta Featuring Akon – Sexy Chick
- 7 Ke\$ha Featuring 3OH!3 – Blah Blah Blah
- 8 Young Money Featuring Lloyd – BedRock
- 9 Rihanna Featuring Jeezy – Hard
- 10 Jay Sean Featuring Lil Wayne – Down

Billboard Albums

- 1 Ke\$ha – Animal
- 2 Susan Boyle – I Dreamed a Dream
- 3 Lady Gaga – The Fame
- 4 Alicia Keys – The Element of Freedom
- 5 Mary J. Blige – Stronger with Each Tear
- 6 Soundtrack – Alvin and the Chipmunks: The Squeakquel
- 7 Taylor Swift – Fearless
- 8 The Black Eyed Peas – The E.N.D.
- 9 Justin Bieber – My World (EP)
- 10 Lady Gaga – The Fame Monster (EP)

NY Times Bestsellers

Hardcover Fiction

1. THE HELP, by Kathryn Stockett
2. THE LOST SYMBOL, by Dan Brown
3. NOAH'S COMPASS, by Anne Tyler
4. IMPACT, by Douglas Preston
5. I, ALEX CROSS, by James Patterson

Hardcover Nonfiction

1. COMMITTED, by Elizabeth Gilbert
2. HAVE A LITTLE FAITH, by Mitch Albom
3. THE CHECKLIST MANIFESTO, by Atul Gawande
4. GOING ROGUE, by Sarah Palin
5. STONES INTO SCHOOLS, by Greg Mortenson

Paperback Trade Fiction

1. THE LOVELY BONES, by Alice Sebold
2. A RELIABLE WIFE, by Robert Goolrick
3. THE GIRL WITH THE DRAGON TATTOO, by Stieg Larsson
4. PUSH, by Sapphire
5. OLIVE KITTERIDGE, by Elizabeth Strout

Paperback Mass-Market Fiction

1. THE DEVIL'S PUNCHBOWL, by Greg Iles
2. DEAR JOHN, by Nicholas Sparks
3. THE LOVELY BONES, by Alice Sebold
4. PLUM SPOOKY, by Janet Evanovich
5. STREET GAME, by Christine Feehan

Paperback Nonfiction

1. THE BLIND SIDE, by Michael Lewis
2. THREE CUPS OF TEA, by Greg Mortenson and David Oliver Relin
3. EAT, PRAY, LOVE, by Elizabeth Gilbert
4. ARE YOU THERE, VODKA? IT'S ME, CHELSEA, by Chelsea Handler
5. I HOPE THEY SERVE BEER IN HELL, by Tucker Max

Hardcover Advice

1. THE MAYO CLINIC DIET, by the Mayo Clinic staff
2. THE HAPPINESS PROJECT, by Gretchen Rubin
3. YOU: ON A DIET, by Michael F. Roizen and Mehmet C. Oz et al.
4. THE 4-HOUR WORKWEEK, by Timothy Ferriss
5. MASTERING THE ART OF FRENCH COOKING, VOL. 1, by Julia Child, Simone Beck and Louisette Bertholle

Paperback Advice

1. FOOD RULES, by Michael Pollan
2. FLAT BELLY DIET!, by Liz Vaccariello and Cynthia Sass
3. START OVER, FINISH RICH, by David Bach
4. WHAT TO EXPECT WHEN YOU'RE EXPECTING, by Heidi Murkoff and Sharon Mazel
5. THE COUPON MOM'S GUIDE TO CUTTING YOUR GROCERY BILLS IN HALF, by Stephanie Nelson

Children's Books

1. LEGO STAR WARS, by Simon Beecroft
2. WADDLE!, written and illustrated by Rufus Butler Seder
3. SKIPPYJON JONES, LOST IN SPICE, written and illustrated by Judy Schachner
4. GALLOP!, written and illustrated by Rufus Butler Seder
5. THE LION AND THE MOUSE, by Jerry Pinkney

iTunes Podcasts

1. Chicago Public Radio – This American Life
2. National Public Radio – NPR: Wait Wait... Don't Tell Me! Podcast
3. Twentieth Century Fox – Alvin and the Chipmunks: The Squeakquel
4. Ricky Gervais – The Ricky Gervais Podcast
5. Summit Entertainment – The Twilight Saga: New Moon Exclusive Clip
6. Power Music Workout – WorkoutMusic.com: Pumpin cardio, exercise, fitness and workout music
7. HowStuffWorks.com – Stuff You Should Know
8. Comedy Central – Comedy Central's Jokes.com: Stand-Up (Video)
9. National Public Radio – NPR: Fresh Air Podcast
10. HowStuffWorks.com – Stuff You Missed in History Class

Central Talent Booking