



# NUMBERS

Wednesday, January 27, 2010

## Network Primetime Averages

Week ending Jan. 17, 2010

Rank	Program Name	Net	Day	Time	Viewers
1	<b>NFL PLAYOFF GAME (RAVENS/COLTS)</b>	CBS	Sat	8:16 PM	30,569,000
2	<a href="#"><u>AMERICAN IDOL-TUESDAY</u></a>	FOX	Tue	8:00 PM	29,936,000
3	<a href="#"><u>AMERICAN IDOL-WEDNESDAY</u></a>	FOX	Wed	8:00 PM	26,393,000
4	<b>NFL POST-GAME</b>	CBS	Sun	8:00 PM	25,807,000
5	<a href="#"><u>NCIS</u></a>	CBS	Tue	8:00 PM	20,845,000
6	<a href="#"><u>TWO AND A HALF MEN</u></a>	CBS	Mon	9:00 PM	17,266,000
7	<b>GOLDEN GLOBE AWARDS</b>	NBC	Sun	8:00 PM	16,982,000
8	<a href="#"><u>THE BIG BANG THEORY</u></a>	CBS	Mon	9:30 PM	15,818,000
9	<a href="#"><u>60 MINUTES</u></a>	CBS	Sun	8:07 PM	15,775,000
10	<a href="#"><u>NCIS: LOS ANGELES</u></a>	CBS	Tue	9:00 PM	15,596,000
11	<a href="#"><u>THE MENTALIST</u></a>	CBS	Thu	10:00 PM	15,375,000
12	<a href="#"><u>CSI</u></a>	CBS	Thu	9:00 PM	15,333,000
13	<a href="#"><u>CSI: NY</u></a>	CBS	Wed	10:00 PM	14,032,000
14	<a href="#"><u>CRIMINAL MINDS</u></a>	CBS	Wed	9:00 PM	13,900,000
15	<a href="#"><u>THE GOOD WIFE</u></a>	CBS	Tue	10:00 PM	13,871,000

16	<a href="#">CSI: MIAMI</a>	CBS	Mon	10:00 PM	13,701,000
17	<a href="#">GREY'S ANATOMY</a>	ABC	Thu	9:00 PM	12,779,000
18	<a href="#">HOUSE</a>	FOX	Mon	8:00 PM	12,247,000
19	<a href="#">24</a>	FOX	Sun	9:00 PM	11,444,000
20	<a href="#">DESPERATE HOUSEWIVES</a>	ABC	Sun	9:00 PM	11,317,000

### Weekend Box Office

<a href="#">T</a> <a href="#">W</a>	<a href="#">L</a> <a href="#">W</a>	<a href="#">Title (click to view)</a>	<a href="#">Studio</a>	<a href="#">Weekend Gross</a>	<a href="#">% Change</a>	<a href="#">Theater Count / Change</a>	<a href="#">Average</a>	<a href="#">Total Gross</a>	<a href="#">Budget *</a>	<a href="#">Week #</a>
1	1	<a href="#">Avatar</a>	<a href="#">Fox</a>	\$34,944,081	-18.3%	3,141 -144	\$11,125	\$551,741,499	-	6
2	N	<a href="#">Legion (2010)</a>	<a href="#">SGem</a>	\$17,501,625	-	2,476 -	\$7,069	\$17,501,625	\$26	1
3	2	<a href="#">The Book of Eli</a>	<a href="#">WB</a>	\$15,732,493	-52.0%	3,111 -	\$5,057	\$60,735,686	\$80	2
4	N	<a href="#">The Tooth Fairy</a>	<a href="#">Fox</a>	\$14,010,409	-	3,344 -	\$4,190	\$14,010,409	\$48	1
5	3	<a href="#">The Lovely Bones</a>	<a href="#">P/DW</a>	\$8,418,192	-50.5%	2,571 +8	\$3,274	\$31,242,633	\$65	7
6	5	<a href="#">Sherlock Holmes</a>	<a href="#">WB</a>	\$6,628,069	-33.0%	2,670 -503	\$2,482	\$191,076,852	\$90	5
7	4	<a href="#">Alvin and the Chipmunks: The Squeakquel</a>	<a href="#">Fox</a>	\$6,403,504	-44.9%	2,973 -323	\$2,154	\$204,140,348	\$75	5
8	N	<a href="#">Extraordinary Measures</a>	<a href="#">CBS</a>	\$6,012,594	-	2,549 -	\$2,359	\$6,012,594	\$31	1
9	7	<a href="#">It's Complicated</a>	<a href="#">Uni.</a>	\$5,810,025	-28.4%	2,301 -369	\$2,525	\$98,270,085	\$85	5
10	6	<a href="#">The Spy Next Door</a>	<a href="#">LGF</a>	\$4,584,524	-52.9%	2,924 -	\$1,568	\$18,544,619	-	2
11	9	<a href="#">The Blind Side</a>	<a href="#">WB</a>	\$4,166,136	-25.0%	1,932 -476	\$2,156	\$233,678,402	\$29	10
12	10	<a href="#">Up in the Air</a>	<a href="#">Par.</a>	\$3,902,190	-28.3%	1,707 -400	\$2,286	\$69,245,369	\$25	8
13	8	<a href="#">Lean Year</a>	<a href="#">Uni</a>	\$2,880,110	-51.3%	1,093 -573	\$1,490	\$22,855,295	\$19	3

15	N	<a href="#">To Save a Life</a>	<a href="#">Gold.</a>	\$1,581,517	-	441	-	\$3,586	\$1,518,517	\$0.5	1
14	11	<a href="#">Daybreakers</a>	<a href="#">LGF</a>	\$1,551,703	-70.1%	1,523	1,000	\$1,019	\$28,096,655	\$20	3
16	19	<a href="#">Crazy Heart</a>	<a href="#">FoxS</a>	\$1,353,214	+109.0%	93	+46	\$14,551	\$3,865,689	-	6
17	13	<a href="#">The Princess and the Frog</a>	<a href="#">BV</a>	\$1,292,793	-53.5%	1,082	-695	\$1,195	\$99,248,026	\$105	9
-	12	<a href="#">Youth in Revolt</a>	<a href="#">W/Dim</a>	\$819,545	-72.7%	743	1,130	\$1,103	\$14,269,450	\$18	3
-	15	<a href="#">The Young Victoria</a>	<a href="#">App.</a>	\$745,514	-21.6%	307	-111	\$2,428	\$6,778,321	\$35	6
-	17	<a href="#">A Single Man</a>	<a href="#">Wein.</a>	\$717,077	-15.0%	216	-3	\$3,320	\$4,259,813	-	7
-	16	<a href="#">The Twilight Saga: New Moon</a>	<a href="#">Sum.</a>	\$514,025	-44.7%	444	-280	\$1,158	\$293,175,475	\$50	10

#### Billboard Singles

- 1 Ke\$ha – TiK ToK
- 2 Lady Gaga – Bad Romance
- 3 Jay-Z + Alicia Keys – Empire State of Mind
- 4 Young Money Featuring Lloyd - BedRock
- 5 Iyaz – Replay
- 6 David Guetta Featuring Akon – Sexy Chick
- 7 Train – Hey, Soul Sister
- 8 Rihanna Featuring Jeezy – Hard
- 9 Owl City - Fireflies
- 10 Ludacris – How Low

#### Billboard Albums

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

#### NY Times Bestsellers

Hardcover Fiction

1. THE HELP, by Kathryn Stockett
2. THE FIRST RULE, by Robert Crais
3. THE LOST SYMBOL, by Dan Brown
4. THE SWAN THIEVES, by Elizabeth Kostova
5. THE LAST SONG, by Nicholas Sparks

#### Hardcover Nonfiction

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

#### Paperback Trade Fiction

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

#### 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. 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. THE GLASS CASTLE, by Jeannette Walls

#### 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 FULL PLATE DIET, by Stuart A. Seale, Teresa Sherard and Diana Fleming
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. WOMEN AND MONEY, by Suze Orman
3. FLAT BELLY DIET!, by Liz Vaccariello and Cynthia Sass
4. WHAT TO EXPECT WHEN YOU'RE EXPECTING, by Heidi Murkoff and Sharon Mazel
5. THE LOVE DARE, by Stephen and Alex Kendrick with Lawrence Kimbrough

#### Children's Books

1. LEGO STAR WARS, by Simon Beecroft
2. WADDLE!, written and illustrated by Rufus Butler Seder
3. LISTEN TO THE WIND: THE STORY OF DR. GREG AND "THREE CUPS OF TEA", by Greg Mortenson and Susan L. Roth
4. FAMILY HUDDLE, written by Peyton Manning, Eli Manning and Archie Manning. Illustrated by Jim Madsen
5. THE LION AND THE MOUSE, by Jerry Pinkney

#### Graphic Books

1. THE BOOK OF GENESIS: ILLUSTRATED, by R. Crumb
2. BATMAN: BATTLE FOR THE COWL, by Tony Daniel
3. THE WONDERFUL WIZARD OF OZ, by Eric Shanower and Skottie Young
4. WOLVERINE: OLD MAN LOGAN, by Mark Millar and Steve McNiven
5. THE STAND: CAPTAIN TRIPS, by Roberto Aguirre-Sacasa and Mike Perkins

#### 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**