



NUMBERS

Tuesday, March 16, 2010

Network Primetime Averages

Week ending March 7, 2010

Rank	Program Name	Net	Day	Time	Viewers
1	ACADEMY AWARDS	ABC	Sun	8:30 PM	41,699,000
2	OSCARS RED CARPET 2010	ABC	Sun	8:00 PM	25,327,000
3	<u>AMERICAN IDOL-WEDNESDAY</u>	FOX	Wed	8:00 PM	23,560,000
4	<u>AMERICAN IDOL-TUESDAY</u>	FOX	Tue	8:00 PM	23,526,000
5	<u>NCIS</u>	CBS	Tue	8:00 PM	19,622,000
6	<u>AMERICAN IDOL-THURSDAY</u>	FOX	Thu	8:00 PM	19,424,000
7	<u>TWO AND A HALF MEN</u>	CBS	Mon	9:00 PM	16,864,000
8	<u>THE BIG BANG THEORY</u>	CBS	Mon	9:30 PM	15,733,000
9	<u>CSI</u>	CBS	Thu	9:00 PM	15,590,000
10	<u>THE BACHELOR: ON THE WINGS OF LOVE</u>	ABC	Mon	8:00 PM	15,152,000
11	BARBARA WALTERS SPECIAL	ABC	Sun	7:00 PM	14,988,000
12	<u>THE MENTALIST</u>	CBS	Thu	10:00 PM	14,868,000
13	<u>NCIS: LOS ANGELES</u>	CBS	Tue	9:00 PM	14,838,000
14	THE BACHELOR: AFTER THE FINAL ROSE	ABC	Mon	10:05 PM	13,912,000
15	<u>THE GOOD WIFE</u>	CBS	Tue	10:00 PM	13,319,000
16	<u>CRIMINAL MINDS</u>	CBS	Wed	9:00 PM	13,000,000

17	SURVIVOR: HEROES VS. VILLAINS	CBS	Thu	8:00 PM	12,716,000
18	CSI: NY	CBS	Wed	10:00 PM	12,348,000
19	CSI: MIAMI	CBS	Mon	10:00 PM	12,066,000
20	GREY'S ANATOMY	ABC	Thu	9:00 PM	11,829,000

Weekend Box Office

TW	LW	Title (click to view)	Studio	Weekend Gross	% Change	Theater Count / Change	Average	Total Gross	Budget*	Week #	
1	1	Alice in Wonderland (2010)	BV	\$62,714,076	-46.0%	3,728	-	\$16,822	\$209,339,432	\$200	2
2	N	Green Zone	Uni.	\$14,309,295	-	3,003	-	\$4,765	\$14,309,295	\$100	1
3	N	She's Out of My League	Par.	\$9,775,278	-	2,956	-	\$3,307	\$9,775,278	\$20	1
4	3	Shutter Island	Par.	\$8,144,133	-38.4%	3,356	+178	\$2,427	\$108,011,645	\$80	4
5	N	Remember Me	Sum.	\$8,089,139	-	2,212	-	\$3,657	\$8,089,139	\$16	1
6	N	Our Family Wedding	FoxS	\$7,629,862	-	1,605	-	\$4,754	\$7,629,862	-	1
7	5	Avatar	Fox	\$6,526,421	-19.6%	1,718	-445	\$3,799	\$730,270,443	-	13
8	2	Brooklyn's Finest	Over.	\$4,471,932	-66.5%	1,939	+3	\$2,306	\$21,533,404	\$17	2
9	4	Cop Out	WB	\$4,268,068	-54.1%	2,882	-268	\$1,481	\$39,480,734	\$30	3
10	6	The Crazies	Over.	\$3,680,940	-48.0%	2,359	-120	\$1,560	\$33,389,308	\$20	3
11	7	Percy Jackson & The Olympians: The Lightning Thief	Fox	\$3,077,631	-39.9%	2,175	-819	\$1,415	\$82,270,631	\$95	5
12	9	Crazy Heart	FoxS	\$3,005,547	-9.3%	1,361	+87	\$2,208	\$34,083,652	\$7	13
13	14	The Blind Side	WB	\$1,604,096	+27.6%	803	-19	\$1,998	\$252,736,267	\$29	17
14	8	Valentine's Day	WB	\$1,449,339	-65.1%	1,703	1,337	\$851	\$108,892,926	\$52	5
15	13	The Ghost	Sum	\$1,225,084	-4.9%	774	+77	\$5,469	\$4,764,077	\$45	4

		<u>Writer</u>									
16	10	<u>Dear John</u>	<u>SGem</u>	\$1,021,434	-63.3%	1,249	1,247	\$818	\$78,554,493	\$25	6
17	20	<u>The Hurt Locker</u>	<u>Sum.</u>	\$828,000	+88.6%	349	+75	\$2,372	\$15,700,000	\$15	25
18	11	<u>Tooth Fairy</u>	<u>Fox</u>	\$685,294	-59.3%	737	-997	\$930	\$57,246,089	\$48	8
19	18	<u>Alvin and the Chipmunks: The Squeakquel</u>	<u>Fox</u>	\$461,580	-15.2%	408	-154	\$1,131	\$217,963,072	\$75	12
20	15	<u>The Last Station</u>	<u>SPC</u>	\$442,600	-38.3%	272	-82	\$1,627	\$5,292,337	\$18	9

Billboard Singles

- 1 Taio Cruz Featuring Ludacris – Break Yourt Heart
- 2 Lady Antebellum – Need You Now
- 3 Young Money Featuring Lloyd – BedRock
- 4 Rihanna – Rude Boy
- 5 Black Eyed Peas – Imma Be
- 6 Ke\$ha – TiK ToK
- 7 Train – Hey, Soul Sister
- 8 Jason Derulo – In My Head
- 9 Lady Gaga – Bad Romance
- 10 Ludacris – How Low

Billboard Albums

- 1 Lady Antebellum – Need You Now
- 2 Sade – Soldier of Love
- 3 Blake Shelton – Hillbilly Bone (EP)
- 4 Danny Gokey – My Best Days
- 5 Soundtrack – Alice in Wonderland: Almost Alice
- 6 Lifesteal – Smoke & Mirrors
- 7 Lady Gaga – The Fame
- 8 The Black Eyed Peas – The E.N.D.
- 9 Raheem DeVaughn – The Love & War Masterpeace
- 10 Easton Corbin – Easton Corbin

NY Times Bestsellers

Hardcover Fiction

1. HOUSE RULES, by Jodi Picoult
2. THE HELP, by Kathryn Stockett
3. FANTASY IN DEATH, by J. D. Robb
4. ABRAHAM LINCOLN: VAMPIRE HUNTER, by Seth Grahame-Smith
5. WORST CASE, by James Patterson and Michael Ledwidge

Hardcover Nonfiction

1. NO APOLOGY, by Mitt Romney
2. LIFT, by Kelly Corrigan
3. GAME CHANGE, by John Heilemann and Mark Halperin
4. NOT WITHOUT HOPE, by Nick Schuyler and Jeré Longman
5. THE IMMORTAL LIFE OF HENRIETTA LACKS, by Rebecca Skloot

Paperback Trade Fiction

1. LITTLE BEE, by Chris Cleave
2. A RELIABLE WIFE, by Robert Goolrick
3. THE LAST SONG, by Nicholas Sparks
4. THE GIRL WITH THE DRAGON TATTOO, by Stieg Larsson
5. THE 8TH CONFESSION, by James Patterson and Maxine Paetro

Paperback Mass-Market Fiction

1. THE LAST SONG, by Nicholas Sparks
2. DEAR JOHN, by Nicholas Sparks
3. FIRST FAMILY, by David Baldacci
4. SHUTTER ISLAND, by Dennis Lehane
5. LONG LOST, by Harlan Coben

Paperback Nonfiction

1. A PATRIOT'S HISTORY OF THE UNITED STATES, by Larry Schweikart and Michael Allen
2. THE LOST CITY OF Z, by David Grann
3. THE BLIND SIDE, by Michael Lewis
4. THREE CUPS OF TEA, by Greg Mortenson and David Oliver Relin
5. THE SURVIVORS CLUB, by Ben Sherwood

Hardcover Advice

1. PAYBACK TIME, by Phil Town
2. SWITCH, by Chip Heath and Dan Heath
3. THE HAPPINESS PROJECT, by Gretchen Rubin
4. USE YOUR HEAD TO GET YOUR FOOT IN THE DOOR, by Harvey Mackay
5. THE 4-HOUR WORKWEEK, by Timothy Ferriss

Paperback Advice

1. NOW EAT THIS!, by Rocco DiSpirito
2. FOOD RULES, by Michael Pollan
3. WHAT TO EXPECT WHEN YOU'RE EXPECTING, by Heidi Murkoff and Sharon Mazel
4. THE FIVE LOVE LANGUAGES, by Gary Chapman
5. THE NEW ATKINS FOR A NEW YOU, by Eric C. Westman, Stephen D. Phinney and Jeff S. Volek

Children's Books

1. THE EASTER EGG, written and illustrated by Jan Brett
2. POET EXTRAORDINAIRE!, by Jane O'Connor
3. DISNEY'S ALICE IN WONDERLAND: THE VISUAL GUIDE, by Jo Casey and Laura Gilbert
4. THE LION AND THE MOUSE, illustrated by Jerry Pinkney
5. LISTEN TO THE WIND, by Greg Mortenson and Susan L. Roth

iTunes Podcasts

1. Chicago Public Radio – This American Life
2. National Public Radio – NPR: Wait Wait... Don't Tell Me! Podcast
3. The New York Times – Freakonomics Radio
4. Ricky Gervais – The Ricky Gervais Podcast

5. Chris Hardwick – The Nerdist
6. TED – TEDTalks (video)
7. HowStuffWorks.com – Stuff You Should Know
8. Jad Abumrad & Robert Krulwich – WNYC’s Radiolab
9. National Public Radio – NPR: Fresh Air Podcast
10. 20th Century Fox – Alvin and the Chipmunks: The Squeakquel “Making of a Scene”

Central Talent Booking