



NUMBERS

Tuesday, March 2, 2010

Network Primetime Averages

Week ending Feb. 21, 2010

Rank	Program Name	Net	Day	Time	Viewers
1	WINTER OLYMPICS - WEDNESDAY	NBC	Wed	8:00 PM	29,416,000
2	WINTER OLYMPICS - SATURDAY	NBC	Sat	8:30 PM	26,668,000
3	WINTER OLYMPICS - MONDAY	NBC	Mon	8:00 PM	25,224,000
4	WINTER OLYMPICS - THURSDAY	NBC	Thu	8:00 PM	24,782,000
5	<u>AMERICAN IDOL-TUESDAY</u>	FOX	Tue	8:00 PM	23,922,000
6	WINTER OLYMPICS - FRIDAY	NBC	Fri	8:00 PM	23,304,000
7	WINTER OLYMPICS - SUNDAY	NBC	Sun	7:30 PM	23,294,000
8	WINTER OLYMPICS - TUESDAY	NBC	Tue	8:00 PM	20,330,000
9	<u>AMERICAN IDOL-WEDNESDAY</u>	FOX	Wed	9:00 PM	18,629,000
10	<u>UNDERCOVER BOSS</u>	CBS	Sun	9:00 PM	13,763,000
11	<u>SURVIVOR: HEROES VS. VILLAINS</u>	CBS	Thu	8:00 PM	11,972,000
12	<u>NCIS</u>	CBS	Tue	8:00 PM	11,656,000
13	<u>THE BACHELOR: ON THE WINGS OF LOVE</u>	ABC	Mon	8:00 PM	11,532,000
14	<u>60 MINUTES</u>	CBS	Sun	7:00 PM	11,360,000
15	<u>DESPERATE HOUSEWIVES</u>	ABC	Sun	9:00 PM	10,924,000
16	<u>TWO AND A HALF MEN</u>	CBS	Mon	9:00 PM	10,614,000

17	GREY'S ANATOMY	ABC	Thu	9:00 PM	10,273,000
18	THE BIG BANG THEORY	CBS	Mon	9:30 PM	10,086,000
19	LOST	ABC	Tue	9:00 PM	9,819,000
20	NCIS: LOS ANGELES	CBS	Tue	9:00 PM	9,132,000

Weekend Box Office

TW	LW	Title (click to view)	Studio	Weekend Gross	% Change	Theater Count / Change	Average	Total Gross	Budget *	Week #
1	1	Shutter Island	Par.	\$22,665,205	-44.8%	3,003 +12	\$7,548	\$75,541,571	\$80	2
2	N	Cop Out	WB	\$18,211,126	-	3,150 -	\$5,781	\$18,211,126	\$30	1
3	N	The Crazies	Over.	\$16,067,552	-	2,476 -	\$6,489	\$16,067,552	\$20	1
4	3	Avatar	Fox	\$13,655,274	-15.9%	2,456 -125	\$5,560	\$706,560,068	-	11
5	4	Percy Jackson & The Olympians : The Lightning Thief	Fox	\$9,583,421	-37.2%	3,302 -94	\$2,902	\$70,998,280	\$95	3
6	2	Valentine's Day	WB	\$9,063,036	-45.6%	3,578 -87	\$2,533	\$99,916,240	\$52	3
7	6	Dear John	SGem	\$4,808,498	-32.6%	3,006 -56	\$1,600	\$72,432,096	\$25	4
8	5	The Wolfman	Uni.	\$4,259,865	-56.9%	3,043 -180	\$1,400	\$57,380,125	\$150	3
9	7	Tooth Fairy	Fox	\$3,425,333	-21.3%	2,249 -274	\$1,523	\$53,841,454	\$48	6
10	8	Crazy Heart	FoxS	\$2,462,384	-16.9%	1,148 +59	\$2,145	\$25,009,496	\$7	11
11	13	The Blind Side	WB	\$1,238,477	-14.7%	945 -115	\$1,311	\$248,755,981	\$29	15
12	11	The Book of Eli	WB	\$1,112,493	-41.1%	975 -480	\$1,141	\$92,506,955	\$80	7
13	9	From Paris with	LGF	\$1,055,240	-60.4%	1,278 -103	\$826	\$23,324,666	\$52	4

		<u>Love</u>					3				
1	1	<u>Edge of Darkness</u>	WB	\$1,017,209	-54.7%	1,255	-863	\$811	\$42,170,286	\$80	5
4	0										
1	1	<u>When in Rome</u>	BV	\$1,003,452	-42.3%	930	-697	\$1,079	\$30,861,655	-	5
5	2										
1	2	<u>The Last Station</u>	SPC	\$970,048	+73.8%	352	+243	\$2,756	\$3,340,876	\$18	7
6	0										
1	1	<u>Up in the Air</u>	Par.	\$802,081	-23.8%	586	-141	\$1,369	\$82,078,918	\$25	13
7	4										
1	2	<u>The Ghost Writer</u>	Sum.	\$789,064	+331.2%	43	+39	\$18,350	\$1,048,233	\$45	2
8	9										
1	1	<u>Alvin and the Chipmunks: The Squeakquel</u>	Fox	\$771,315	-17.5%	707	-134	\$1,091	\$216,556,931	\$75	10
9	5										
2	1	<u>Sherlock Holmes</u>	WB	\$608,032	-28.2%	462	-251	\$1,316	\$206,419,248	\$90	10
0	6										

Billboard Singles

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

Billboard Albums

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

NY Times Bestsellers

Hardcover Fiction

1. THE HELP, by Kathryn Stockett
2. WORST CASE, by James Patterson and Michael Ledwidge
3. THE LOST SYMBOL, by Dan Brown
4. POOR LITTLE BITCH GIRL, by Jackie Collins
5. WINTER GARDEN, by Kristin Hannah

Hardcover Nonfiction

1. GAME CHANGE, by John Heilemann and Mark Halperin
2. THE POLITICIAN, by Andrew Young
3. THE IMMORTAL LIFE OF HENRIETTA LACKS, by Rebecca Skloot
4. I AM OZZY, by Ozzy Osbourne with Chris Ayres
5. WILLIE MAYS, by James S. Hirsch

Paperback Trade Fiction

1. THE LAST SONG, by Nicholas Sparks
2. A RELIABLE WIFE, by Robert Goolrick
3. LITTLE BEE, by Chris Cleave
4. DEAR JOHN, by Nicholas Sparks
5. THE GIRL WITH THE DRAGON TATTOO, by Stieg Larsson

Paperback Mass-Market Fiction

1. DEAR JOHN, by Nicholas Sparks
2. FIRST FAMILY, by David Baldacci
3. SHUTTER ISLAND, by Dennis Lehane
4. PLEASURE OF A DARK PRINCE, by Kresley Cole
5. THE SCARECROW, by Michael Connelly

Paperback Nonfiction

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

Hardcover Advice

1. SWITCH, by Chip Heath and Dan Heath
2. THE KIND DIET, by Alicia Silverstone
3. THE HAPPINESS PROJECT, by Gretchen Rubin
4. SO LONG, INSECURITY, by Beth Moore
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. WHAT TO EXPECT WHEN YOU'RE EXPECTING, by Heidi Murkoff and Sharon Mazel
3. COOK THIS, NOT THAT!, by David Zinczenko and Matt Goulding
4. THE BELLY FAT CURE, by Jorge Cruise
5. THE FIVE LOVE LANGUAGES, by Gary Chapman

Children's Books

1. THE LION AND THE MOUSE, illustrated by Jerry Pinkney
2. THE EASTER EGG, written and illustrated by Jan Brett
3. CAT THE CAT, WHO IS THAT?, written and illustrated by Mo Willems
4. ALL THE WORLD, by Liz Garton Scanlon
5. WADDLE!, written and illustrated by Rufus Butler Seder

iTunes Podcasts

1. The New York Times – Freakonomics Radio
2. Chicago Public Radio – This American Life
3. Ricky Gervais – The Ricky Gervais Podcast
4. Jad Abumrad & Robert Krulwich – WNYC's Radiolab
5. HBO Podcasts – Real Time with Bill Maher
6. National Public Radio – NPR: Wait Wait... Don't Tell Me! Podcast
7. HowStuffWorks.com – Stuff You Should Know
8. National Public Radio – NPR: Fresh Air Podcast
9. Adam Carolla – The Adam Carolla Podcast
10. BBC Radio 4 – A History of the World in 100 Objects

Central Talent Booking