



NUMBERS

Tuesday, March 23, 2010

Network Primetime Averages

Week ending March 14, 2010

Rank	Program Name	Net	Day	Time	Viewers
1	<u>AMERICAN IDOL-TUESDAY</u>	FOX	Tue	8:00 PM	22,752,000
2	<u>AMERICAN IDOL-WEDNESDAY</u>	FOX	Wed	9:00 PM	20,701,000
3	<u>NCIS</u>	CBS	Tue	8:00 PM	19,579,000
4	<u>AMERICAN IDOL-THURSDAY</u>	FOX	Thu	8:00 PM	19,339,000
5	<u>TWO AND A HALF MEN</u>	CBS	Mon	9:00 PM	17,612,000
6	<u>NCIS: LOS ANGELES</u>	CBS	Tue	9:00 PM	16,990,000
7	<u>THE BIG BANG THEORY</u>	CBS	Mon	9:30 PM	16,315,000
8	<u>THE MENTALIST</u>	CBS	Thu	10:00 PM	16,024,000
9	<u>CSI</u>	CBS	Thu	9:00 PM	15,249,000
10	<u>THE GOOD WIFE</u>	CBS	Tue	10:00 PM	13,950,000
11	<u>UNDERCOVER BOSS</u>	CBS	Sun	9:00 PM	13,510,000
12	<u>CRIMINAL MINDS</u>	CBS	Wed	9:00 PM	13,287,000
13	<u>HOUSE</u>	FOX	Mon	8:00 PM	12,815,000
14	<u>SURVIVOR: HEROES VS. VILLAINS</u>	CBS	Thu	8:00 PM	12,123,000
15	<u>DESPERATE HOUSEWIVES</u>	ABC	Sun	9:00 PM	12,013,000
16	<u>60 MINUTES</u>	CBS	Sun	7:00 PM	11,977,000

17	CSI: MIAMI	CBS	Mon	8:00 PM	11,930,000
18	CSI: NY	CBS	Wed	10:00 PM	11,072,000
19	GREY'S ANATOMY	ABC	Thu	9:00 PM	10,942,000
20	COLD CASE	CBS	Sun	10:00 PM	10,226,000

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	\$34,189,969	-45.5%	3,739 +11	\$9,144	\$265,433,637	\$200	3
2	N	Diary of a Wimpy Kid	Fox	\$22,126,166	-	3,077 -	\$7,191	\$22,126,166	\$15	1
3	N	The Bounty Hunter	Sony	\$20,686,423	-	3,074 -	\$6,729	\$20,686,423	\$40	1
4	N	Repo Men	Uni.	\$6,126,170	-	2,521 -	\$2,430	\$6,126,170	\$32	1
5	2	Green Zone	Uni.	\$6,113,105	-57.3%	3,004 +1	\$2,035	\$24,852,135	\$100	2
6	3	She's Out of My League	Par.	\$5,802,363	-40.6%	2,958 +2	\$1,962	\$19,741,174	\$20	2
7	4	Shutter Island	Par.	\$4,735,834	-41.8%	2,704 -652	\$1,751	\$115,750,466	\$80	5
8	7	Avatar	Fox	\$4,027,005	-38.3%	1,236 -482	\$3,258	\$736,907,957	-	14
9	6	Our Family Wedding	FoxS	\$3,739,600	-51.0%	1,609 +4	\$2,324	\$13,608,107	-	2
10	5	Remember Me	Sum.	\$3,252,494	-59.8%	2,215 +3	\$1,468	\$13,918,922	\$16	2
11	15	The Ghost Writer	Sum.	\$2,063,595	+68.4%	819 +595	\$2,520	\$6,753,764	\$45	5
12	8	Brooklyn's Finest	Over.	\$1,640,703	-63.3%	1,311 -628	\$1,251	\$24,821,335	\$17	3
13	10	The Craziest	Over.	\$1,488,933	-59.6%	1,495 -864	\$996	\$36,396,873	\$20	4
14	9	Cop Out	WB	\$1,417,365	-66.8%	1,563 1,319	\$907	\$42,571,478	\$30	4
15	12	Crazy Heart	FoxS	\$1,395,387	-53.6%	1,154 -207	\$1,209	\$36,430,281	\$7	14
16	11	Percy Jackson & The Olympians	Fox	\$1,368,470	-55.5%	1,348 -827	\$1,015	\$85,038,766	\$95	6

		The Lightning Thief									
17	13	The Blind Side	WB	\$877,736	-45.3%	602	-201	\$1,458	\$254,273,981	\$29	18
18	N	The Runaways	App.	\$805,115	-	244	-	\$3,300	\$805,115	\$10	1
19	17	The Hurt Locker	Sum.	\$412,000	-50.2%	320	-29	\$1,288	\$16,400,000	\$15	27
20	N	Hubble 3D	WB	\$410,920	-	39	-	\$10,536	\$410,920	-	1

Billboard Singles

- 1 Rihanna – Rude Boy
- 2 Lady Antebellum – Need You Now
- 3 Taio Cruz Featuring Ludacris – Break Your Heart
- 4 Black Eyed Peas – Imma Be
- 5 B.o.B. Featuring Bruno Mars – Nothin' on You
- 6 Train – Hey, Soul Sister
- 7 Young Money Featuring Lloyd – BedRock
- 8 Ke\$ha – TiK ToK
- 9 Lady Gaga Featuring Beyonce – Telephone
- 10 Jason Derulo – In My Head

Billboard Albums

- 1 Ludacris – Battle of the Sexes
- 2 Gorillaz – Plastic Beach
- 3 Lady Antebellum – Need You Now
- 4 Jimi Hendrix – Valleys of Neptune
- 5 Gary Allan – Get Off on the Pain
- 6 Sade – Soldier of Love
- 7 Broken Bells – Broken Bells
- 8 Lady Gaga – The Fame
- 9 The Black Eyed Peas – The E.N.D.
- 10 Blake Shelton – Hillbilly Bone (EP)

NY Times Bestsellers

Hardcover Fiction

1. HOUSE RULES, by Jodi Picoult
2. THE HELP, by Kathryn Stockett
3. THE SILENT SEA, by Clive Cussler and Jack Du Brul
4. BACKLASH, by Aaron Allston
5. ABRAHAM LINCOLN: VAMPIRE HUNTER, by Seth Grahame-Smith

Hardcover Nonfiction

1. CHELSEA CHELSEA BANG BANG, by Chelsea Handler
2. COURAGE AND CONSEQUENCE, by Karl Rove
3. CHANGE YOUR BRAIN, CHANGE YOUR BODY, by Daniel G. Amen

4. NO APOLOGY, by Mitt Romney
5. THE PACIFIC, by Hugh Ambrose

Paperback Trade Fiction

1. LITTLE BEE, by Chris Cleave
2. THE LAST SONG, by Nicholas Sparks
3. A RELIABLE WIFE, by Robert Goolrick
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. THE VAMPIRE AND THE VIRGIN, by Kerrelyn Sparks

Paperback Nonfiction

1. A PATRIOT'S HISTORY OF THE UNITED STATES, by Larry Schweikart and Michael Allen
2. ARE YOU THERE, VODKA? IT'S ME, CHELSEA, by Chelsea Handler
3. MY HORIZONTAL LIFE, by Chelsea Handler
4. THE BLIND SIDE, by Michael Lewis
5. THREE CUPS OF TEA, by Greg Mortenson and David Oliver Relin

Hardcover Advice

1. PAYBACK TIME, by Phil Town
2. THE KIND DIET, by Alicia Silverstone
3. SWITCH, by Chip Heath and Dan Heath
4. THE HAPPINESS PROJECT, by Gretchen Rubin
5. REWORK, by Jason Fried and David Heinemeier Hansson

Paperback Advice

1. FOOD RULES, by Michael Pollan
2. NOW EAT THIS!, by Rocco DiSpirito
3. WHAT TO EXPECT WHEN YOU'RE EXPECTING, by Heidi Murkoff and Sharon Mazel
4. THE BELLY FAT CURE, by Jorge Cruise
5. COOK THIS, NOT THAT!, by David Zinczenko and Matt Goulding

Children's Books

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

iTunes Podcasts

1. Chicago Public Radio – This American Life
2. The New York Times – Freakonomics Radio
3. National Public Radio – NPR: Wait Wait... Don't Tell Me! Podcast
4. HowStuffWorks.com – Stuff You Should Know
5. Ricky Gervais – The Ricky Gervais Podcast
6. 20th Century Fox – Alvin and the Chipmunks: The Squeakquel “Making of a Scene”
7. National Public Radio – NPR: Fresh Air Podcast
8. HBO Podcasts – Real Time with Bill Maher

9. Jad Abumrad & Robert Krulwich – WNYC’s Radiolab
10. HowStuffWorks.com – Stuff You Missed in History Class

Central Talent Booking