



NUMBERS

Tuesday, March 9, 2010

Network Primetime Averages

Week ending Feb. 28, 2010

Rank	Program Name	Net	Day	Time	Viewers
1	WINTER OLYMPICS-FRIDAY	NBC	Fri	8:30 PM	24,522,000
2	<u>AMERICAN IDOL-TUESDAY</u>	FOX	Tue	8:00 PM	24,213,000
3	<u>AMERICAN IDOL-WEDNESDAY</u>	FOX	Wed	8:00 PM	22,959,000
4	WINTER OLYMPICS-THURSDAY	NBC	Thu	8:00 PM	22,920,000
5	WINTER OLYMPICS CLOSING CEREMONY	NBC	Sun	8:30 PM	21,403,000
6	WINTER OLYMPICS-TUESDAY	NBC	Tue	8:00 PM	21,279,000
7	WINTER OLYMPICS-MONDAY	NBC	Mon	8:00 PM	20,926,000
8	WINTER OLYMPICS-SATURDAY	NBC	Sat	8:30 PM	20,630,000
9	WINTER OLYMPICS-WEDNESDAY	NBC	Wed	8:30 PM	19,808,000
10	<u>AMERICAN IDOL-THURSDAY</u>	FOX	Thu	8:00 PM	18,033,000
11	VANCOUVER GOLD	NBC	Sun	7:00 PM	17,994,000
12	<u>UNDERCOVER BOSS</u>	CBS	Sun	9:00 PM	15,154,000
13	<u>THE MARRIAGE REF</u>	NBC	Sun	10:31 PM	14,448,000
14	<u>SURVIVOR: HEROES VS. VILLAINS</u>	CBS	Thu	8:00 PM	11,599,000
15	<u>NCIS</u>	CBS	Tue	8:00 PM	11,586,000
16	<u>THE BACHELOR: ON THE WINGS OF LOVE</u>	ABC	Mon	8:00 PM	11,266,000

17	DESPERATE HOUSEWIVES	ABC	Sun	9:00 PM	10,894,000
18	60 MINUTES	CBS	Sun	7:00 PM	10,811,000
19	TWO AND A HALF MEN	CBS	Mon	9:00 PM	10,287,000
20	AMAZING RACE 16	CBS	Sun	8:00 PM	10,213,000

Weekend Box Office

I W	L W	Title (click to view)	Studio	Weekend Gross	% Change	Theater Count / Change		Average	Total Gross	Budget	Week #
1	N	Alice in Wonderland (2010)	BV	\$116,101,023	-	3,728	-	\$31,143	\$116,101,023	\$200	1
2	N	Brooklyn's Finest	Over.	\$13,350,299	-	1,936	-	\$6,896	\$13,350,299	\$17	1
3	1	Shutter Island	Par.	\$13,225,411	-41.6%	3,178	+175	\$4,162	\$95,750,005	\$80	3
4	2	Cop Out	WB	\$9,289,311	-49.0%	3,150	-	\$2,949	\$32,504,610	\$30	2
5	4	Avatar	Fox	\$8,118,102	-40.5%	2,163	-293	\$3,753	\$720,607,444	-	12
6	3	The Crazies	Over.	\$7,078,851	-55.9%	2,479	+3	\$2,856	\$27,472,164	\$20	2
7	5	Percy Jackson & The Olympians : The Lightning Thief	Fox	\$5,124,623	-46.5%	2,994	-308	\$1,712	\$78,057,749	\$95	4
8	6	Valentine's Day	WB	\$4,154,110	-54.2%	3,040	-538	\$1,366	\$106,303,870	\$52	4
9	10	Crazy Heart	FoxS	\$3,312,591	+34.5%	1,274	+126	\$2,600	\$29,532,002	\$7	12
10	7	Dear John	SGem	\$2,782,079	-42.1%	2,496	-510	\$1,115	\$76,626,086	\$25	5
11	9	Tooth Fairy	Fox	\$1,684,408	-50.8%	1,734	-515	\$971	\$56,240,055	\$48	7
12	8	The Wolfman	Uni.	\$1,636,835	-61.6%	1,829	-1,214	\$895	\$60,446,320	\$150	4
1	1	The Ghost	Sum	\$1,287,646	+63.2%	147	+104	\$8,759	\$2,600,505	\$45	3

Hardcover Fiction

1. FANTASY IN DEATH, by J. D. Robb
2. THE HELP, by Kathryn Stockett
3. BLACK MAGIC SANCTION, by Kim Harrison
4. SPLIT IMAGE, by Robert B. Parker
5. BIG GIRL, by Danielle Steel

Hardcover Nonfiction

1. GAME CHANGE, by John Heilemann and Mark Halperin
2. THE IMMORTAL LIFE OF HENRIETTA LACKS, by Rebecca Skloot
3. I AM OZZY, by Ozzy Osbourne with Chris Ayres
4. THE POLITICIAN, by Andrew Young
5. HAVE A LITTLE FAITH, by Mitch Albom

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 8TH CONFESSION, by James Patterson and Maxine Paetro
5. THE GIRL WITH THE DRAGON TATTOO, by Stieg Larsson

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 SUMMER HIDEAWAY, by Susan Wiggs

Paperback Nonfiction

1. THE LOST CITY OF Z, by David Grann
2. THE BLIND SIDE, by Michael Lewis
3. THREE CUPS OF TEA, by Greg Mortenson and David Oliver Relin
4. THE SURVIVORS CLUB, by Ben Sherwood
5. ARE YOU THERE, VODKA? IT'S ME, CHELSEA, 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. ACT LIKE A LADY, THINK LIKE A MAN, by Steve Harvey with Denene Millner

Paperback Advice

1. FOOD RULES, by Michael Pollan
2. THE FIVE LOVE LANGUAGES, by Gary Chapman
3. THE BELLY FAT CURE, by Jorge Cruise
4. WHAT TO EXPECT WHEN YOU'RE EXPECTING, by Heidi Murkoff and Sharon Mazel
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. THE LION AND THE MOUSE, illustrated by Jerry Pinkney
3. DISNEY'S ALICE IN WONDERLAND: THE VISUAL GUIDE, written by Jo Casey and Laura Gilbert
4. LISTEN TO THE WIND, by Greg Mortenson and Susan L. Roth
5. CAT THE CAT, WHO IS THAT?, written and illustrated by Mo Willems

iTunes Podcasts

1. Chicago Public Radio – This American Life
2. The New York Times – Freakonomics Radio
3. Ricky Gervais – The Ricky Gervais Podcast
4. National Public Radio – NPR: Wait Wait... Don't Tell Me! Podcast
5. Jad Abumrad & Robert Krulwich – WNYC's Radiolab
6. HowStuffWorks.com – Stuff You Should Know
7. HBO Podcasts – Real Time with Bill Maher
8. Chris Hardwick – The Nerdist
9. National Public Radio – NPR: Fresh Air Podcast
10. Bryan Johnson and Walter Flanagan – Tell 'Em Steve-Dave! SModcast.com

Central Talent Booking