

25 March 2013

Seven Network Ratings Report

Week 12: 17 March – 23 March 2013

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
- Seven is up 12% on Nine and up 99% on Ten in total viewers.
- Seven is up 4% on Nine and up 63% on Ten in 16-39s. Seven is up 4% on Nine and up 66% on Ten in 18-49s. Seven leads Nine and is up 67% on Ten in 25-54s.



Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers on the combined audiences of all multiple channels.
- Seven + 7TWO + 7mate is up 9% on Nine + Go + Gem and up 79% on Ten + One + Eleven in total viewers.

Seven wins in news.

- Seven News leads Nine News.

Seven wins in public affairs.

- Today Tonight leads A Current Affair.

Seven wins in breakfast television.

- Sunrise leads Today in total viewers.

Seven wins in morning television.

- The Morning Show leads Mornings.

Seven scores in the most-watched programmes.

- Sunday Night peaks at 1.347 million.
- Border Security peaks at 1.182 million. The Force peaks at 1.602 million and wins its timeslot. Downton Abbey peaks at 1.628 million and wins in total viewers.
- My Kitchen Rules peaks at 2.223 million and dominates Monday. Revenge wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.299 million and dominates Tuesday. Packed to the Rafters wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.019 million and dominates Wednesday.
- AFL on Seven: Friday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.

Live and As-Live Data

Week 12 Primetime Shares

ABC1:	13.8%
Seven:	24.0%
Nine:	21.5%
Ten:	12.0%
SBS1:	3.9%

ABC2:	2.8%
ABC3:	0.7%
ABC News 24:	1.0%
7TWO:	3.7%
7mate:	3.5%
GO!:	4.2%
Gem:	2.8%
One:	2.7%
Eleven:	2.6%
SBS2:	0.7%
NITV:	0.1%

Week 12 Combined Multiple Channels Primetime Shares

ABC:	18.3%
Seven:	31.2%
Nine:	28.5%
Ten:	17.4%
SBS:	4.7%

Oztam Data. Share data for ABC, 7, 9, 10 and SBS represent network (aggregate) figures.

Primetime audience demographics for primary channels

6:00pm-midnight Week 12, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	24.0%	21.5%	12.0%	13.8%	3.9%
16-39s	25.0%	24.0%	15.3%	5.6%	2.3%
18-49s	24.7%	23.7%	14.9%	6.9%	2.8%
25-54s	24.2%	24.0%	14.5%	7.9%	3.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 12, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.2%	28.5%	17.4%	18.3%	4.7%
16-39s	31.9%	32.9%	22.4%	10.0%	2.8%
18-49s	31.2%	32.0%	21.9%	11.4%	3.5%
25-54s	30.6%	32.0%	21.2%	12.3%	3.9%

FTA Channels and Total TV

Copyright Oztam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live).

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 7% on Nine and up 26% on Ten.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Downton Abbey	#2	The Force	#5
The Force	#5	Downton Abbey	#7
Seven News	#6	Seven News	#10
Sunday Night	#8		
Border Security	#10		
16-39s		18-49s	
The Force	#6	The Force	#7
Downton Abbey	#8	Downton Abbey	#8
Border Security	#9	Seven News	#10

- **Seven News** (1.153 million). Seven News wins network – up 63,000 viewers on Nine News, a 6% audience advantage.
- **Sunday Night** (1.081 million) peaks at 1.347 million.
- **Border Security** (1.017 million) peaks at 1.182 million. **The Force** (1.190 million) peaks at 1.602 million and wins its timeslot.
- **Downton Abbey** (1.279 million) peaks at 1.628 million and wins in total viewers.

Monday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 28% on Nine and up 172% on Ten in total viewers.
 - Seven is up 41% on Nine and up 143% on Ten in 16-39s. Seven is up 33% on Nine and up 137% on Ten in 18-49s. Seven is up 26% on Nine and up 149% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in primetime on combined audiences.
 - Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 25% on Nine (Nine + Go + Gem) and up 121% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 21% on Nine and up 84% on Ten in 16-39s. Seven is up 18% on Nine and up 86% on Ten in 18-49s. Seven is up 15% on Nine and up 94% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Revenge	#3
Revenge	#4	Seven News	#6
Today Tonight	#6	How I Met Your Mother 1	#7
Home and Away	#9	Today Tonight	#9
		Home and Away	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Revenge	#4	Revenge	#3
Home and Away	#6	How I Met Your Mother 1	#6
How I Met Your Mother 1	#7	Home and Away	#7
How I Met Your Mother 2	#9	Today Tonight	#10
Today Tonight	#10		

- **Seven News** (1.171 million). Seven News wins network – up 31,000 viewers on Nine News, a 3% audience advantage.
- **Today Tonight** (1.043 million). Today Tonight wins network – up 69,000 viewers on A Current Affair, a 7% audience advantage.
- **My Kitchen Rules** (1.729 million) peaks at 2.223 million and is Monday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 34 share in total viewers, 38 share in 16-39s, 36 share in 18-49s and 35 share in 25-54s.
- **Revenge** (1.190 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 30 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- **How I Met Your Mother** (0.530 million) wins in 16-39s, 18-49s and 25-54s – 32 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.

Tuesday

- Seven wins in public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 39% on Nine and up 132% on Ten in total viewers.
 - Seven is up 39% on Nine and up 145% on Ten in 16-39s. Seven is up 34% on Nine and up 131% on Ten in 18-49s. Seven is up 27% on Nine and up 129% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 31% on Nine (Nine + Go + Gem) and up 108% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 32% on Nine and up 113% on Ten in 16-39s. Seven is up 27% on Nine and up 100% on Ten in 18-49s. Seven is up 20% on Nine and up 99% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#2
Packed to the Rafters	#3	Packed to the Rafters	#3
Seven News	#5	Parenthood 1	#7
Today Tonight	#6	Home and Away	#9
Home and Away	#9	Seven News	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Packed to the Rafters	#3	Packed to the Rafters	#3
Parenthood 1	#6	Parenthood 1	#6
Home and Away	#7	Home and Away	#7
Parenthood 2	#10		

- **Seven News** (1.151 million).
- **Today Tonight** (1.004 million). Today Tonight wins network.
- **My Kitchen Rules** (1.755 million) peaks at 2.299 million and is Tuesday's number 1 most-watched programme for total viewers, 16-39s and 18-49s, and one of the top two most-watched programmes for 25-54s. – 34 share in total viewers, 38 share in 16-39s, 36 share in 18-49s and 35 share in 25-54s.
- **Packed to the Rafters** (1.352 million) dominates in total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 37 share in 16-39s, 35 share in 18-49s and 33 share in 25-54s.
- **Parenthood** (0.617 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 32 share in 16-39s, 30 share in 18-49s and 28 share in 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today across 6:00-9:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#4	My Kitchen Rules	#4
Seven News	#5	Seven News	#7
Home and Away	#8	Home and Away	#8
Today Tonight	#9	Today Tonight	#9
16-39s		18-49s	
My Kitchen Rules	#4	My Kitchen Rules	#4
Home and Away	#5	Seven News	#7
Seven News	#7	Home and Away	#8
Today Tonight	#9	Today Tonight	#9
Last Resort	#10		

- **Seven News** (1.199 million). Seven News wins network – up 40,000 viewers on Nine News, a 3% audience advantage.
- **My Kitchen Rules** (1.563 million) peaks at 2.019 million – 30 share in total viewers, 33 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.

Thursday

- Seven wins in news and public affairs.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Home and Away	#1
Today Tonight	#3	Seven News	#4
Home and Away	#4	Today Tonight	#5
Bones – Episode 1	#8	Bones – Episode 1	#6
		Bones – Episode 2	#8
16-39s		18-49s	
Home and Away	#2	Home and Away	#1
Bones – Episode 1	#3	Seven News	#3
Today Tonight	#4	Today Tonight	#4
Seven News	#5	Bones – Episode 1	#6
		Bones – Episode 2	#8

- **Seven News** (1.074 million). Seven News wins network – up 50,000 viewers on Nine News, a 5% audience advantage.
- **Today Tonight** (0.983 million). Today Tonight wins network – up 87,000 viewers on A Current Affair, a 10% audience advantage.
- **Home and Away** (0.925 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and is Thursday's most-watched programme for 18-49s and 25-54s.

Friday

- Seven wins in public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 37% on Nine and up 203% on Ten in total viewers.
 - Seven is up 23% on Nine and up 108% on Ten in 16-39s. Seven is up 28% on Nine and up 141% on Ten in 18-49s. Seven is up 24% on Nine and up 152% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 37% on Nine (Nine + Go + Gem) and up 168% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 20% on Nine and up 104% on Ten in 16-39s. Seven is up 24% on Nine and up 108% on Ten in 18-49s. Seven is up 21% on Nine and up 109% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 31% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Better Homes and Gardens	#1
Better Homes and Gardens	#3	Seven News	#4
Today Tonight	#4	AFL on Seven	#5
AFL on Seven	#10	Today Tonight	#6
		AFL on Seven – Pre-Match	#10
16-39s		18-49s	
AFL on Seven	#1	Better Homes and Gardens	#1
Better Homes and Gardens	#2	AFL on Seven	#3
Seven News	#5	Seven News	#5
Today Tonight	#8	Today Tonight	#7
AFL on Seven – Pre-Match	#10	AFL on Seven – Pre-Match	#9

- **Seven News** (1.016 million).
- **Today Tonight** (0.814 million). Today Tonight wins network – up 75,000 viewers on A Current Affair, a 10% audience advantage.
- **Better Homes and Gardens** (0.909 million) wins and is Friday's most-watched programme for 18-49s and 25-54s.
- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets in Melbourne and Adelaide.

Saturday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 37% on Nine and up 30% on Ten in total viewers.
 - Seven is up 56% on Nine and up 5% on Ten in 16-39s. Seven is up 47% on Nine and up 14% on Ten in 18-49s. Seven is up 36% on Nine and up 10% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers.
 - Seven + 7TWO + 7mate is up 19% on Nine + Go + Gem and up 33% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Weekend Sunrise is up 10% on Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Hop	#3
Hop	#6	Seven News	#4
		King Kong	#10
16-39s		18-49s	
Hop	#2	Hop	#1
Seven News	#5	Seven News	#4
King Kong	#7	King Kong	#7

- **Saturday Night At The Movies: Hop** (0.727 million) is Saturday's most-watched programme for 18-49s and one of the top three most-watched programmes for 16-39s and 25-54s.