

18 March 2013

## **Seven Network Ratings Report**

**Week 11: 10 March – 16 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 19% on Nine and up 115% on Ten in total viewers.
- Seven is up 9% on Nine and up 78% on Ten in 16-39s. Seven is up 9% on Nine and up 81% on Ten in 18-49s. Seven is up 6% on Nine and up 85% 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, 16-39s and 18-49s on the combined audiences of all multiple channels.
- Seven (Seven + 7TWO + 7mate) is up 12% on Nine (Nine + Go + Gem) and up 95% on Ten (Ten + One + Eleven) in total viewers.
- Seven leads Nine and is up 57% on Ten in 16-39s. Seven leads Nine and is up 58% on Ten in 18-49s.

### **Seven wins in news and public affairs.**

- Seven News leads Nine News. 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 dominates the most-watched programmes.**

- Sunday Night peaks at 1.417 million.
- Border Security peaks at 1.206 million. The Force peaks at 1.609 million and wins its timeslot. Downton Abbey peaks at 1.681 million and wins in total viewers, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.399 million and dominates Monday. Revenge wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.416 million and dominates Tuesday. Packed to the Rafters wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.255 million and dominates Wednesday. Last Resort wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.054 million and dominates Thursday. Bones wins in total viewers, 16-39s, 18-49s and 25-54s.



## Live and As-Live Data

### Week 11 Primetime Shares

ABC1:	13.7%
Seven:	24.9%
Nine:	21.0%
Ten:	11.6%
SBS1:	3.8%

ABC2:	2.7%
ABC3:	0.7%
ABC News 24:	0.9%
7TWO:	3.9%
7mate:	3.4%
GO!:	4.9%
Gem:	2.8%
One:	2.1%
Eleven:	2.9%
SBS2:	0.8%
NITV:	0.1%

### Week 11 Combined Multiple Channels Primetime Shares

ABC:	18.0%
Seven:	32.2%
Nine:	28.7%
Ten:	16.5%
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 11, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	24.9%	21.0%	11.6%	13.7%	3.8%
16-39s	25.6%	23.5%	14.4%	5.6%	2.4%
18-49s	25.4%	23.3%	14.0%	7.0%	2.8%
25-54s	25.2%	23.8%	13.6%	7.9%	2.9%

## Primetime audience demographics for combined audiences of all channels.

### 6:00pm-midnight Week 11, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	32.2%	28.7%	16.5%	18.0%	4.7%
16-39s	33.2%	32.8%	21.2%	9.8%	3.0%
18-49s	32.6%	32.2%	20.6%	11.1%	3.5%
25-54s	32.1%	32.3%	19.8%	12.1%	3.7%

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 primetime on primary channels.
  - Seven is number 1 for total viewers: up 10% on Nine and up 98% on Ten.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for 16-39s.
- 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 5% on Nine + Go + Gem and up 74% on Ten + One + Eleven.
- Seven wins in breakfast television. Weekend Sunrise is up 32% on Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Downton Abbey	#3	The Force	#4
Seven News	#4	Seven News	#5
Sunday Night	#6	Downton Abbey	#6
The Force	#7	Border Security	#7
Border Security	#8	Sunday Night	#9
<b>16-39s</b>		<b>18-49s</b>	
The Force	#6	The Force	#4
Downton Abbey	#8	Downton Abbey	#5
Sunday Night	#9	Seven News	#6
Seven News	#10	Border Security	#9
		Sunday Night	#10

- **Seven News** (1.266 million).
- **Sunday Night** (1.179 million) peaks at 1.417 million – 26 share in total viewers.
- **Border Security** (1.070 million) peaks at 1.206 million.
- **The Force** (1.190 million) peaks at 1.609 million and wins its timeslot.
- **Downton Abbey** (1.277 million) peaks at 1.681 million and wins in total viewers, 18-49s and 25-54s – 28 share 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 18% on Nine and up 195% on Ten in total viewers.
  - Seven is up 28% on Nine and up 177% on Ten in 16-39s. Seven is up 22% on Nine and up 172% on Ten in 18-49s. Seven is up 10% on Nine and up 178% 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 14% on Nine (Nine + Go + Gem) and up 151% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 14% on Nine and up 134% on Ten in 16-39s. Seven is up 9% on Nine and up 122% on Ten in 18-49s. Seven is up 1% on Nine and up 122% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today across 6:00-9:00am.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Revenge	#4
Revenge	#5	Seven News	#8
Today Tonight	#7	Today Tonight	#9
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Revenge	#4	Revenge	#4
How I Met Your Mother 1	#6	Seven News	#7
Home and Away	#7	Home and Away	#9
How I Met Your Mother 2	#8	Today Tonight	#10
Seven News	#9		
Today Tonight	#10		

- **Seven News** (1.328 million). Seven News wins network – up 75,000 viewers on Nine News, a 6% audience advantage.
- **Today Tonight** (1.158 million). Today Tonight wins network – up 84,000 viewers on A Current Affair, an 8% audience advantage.
- **My Kitchen Rules** (1.869 million) peaks at 2.399 million and is Monday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 36 share in total viewers, 42 share in 16-39s, 40 share in 18-49s and 38 share in 25-54s.
- **Revenge** (1.163 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 27 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.

## Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 46% on Nine and up 132% on Ten in total viewers.
  - Seven is up 31% on Nine and up 148% on Ten in 16-39s. Seven is up 34% on Nine and up 142% on Ten in 18-49s. Seven is up 34% on Nine and up 130% 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 total viewers, 16-39s and 18-49s.

- 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 39% on Nine (Nine + Go + Gem) and up 111% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 31% on Nine and up 126% on Ten in 16-39s. Seven is up 30% on Nine and up 111% on Ten in 18-49s. Seven is up 29% on Nine and up 102% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today across 6:00-9:00am.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Packed to the Rafters	#2	Packed to the Rafters	#3
Seven News	#4	Seven News	#6
Today Tonight	#7	Home and Away	#9
Home and Away	#8	Today Tonight	#10
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Packed to the Rafters	#3	Packed to the Rafters	#3
Parenthood	#6	Home and Away	#6
Home and Away	#7	Parenthood	#7
Seven News	#10	Seven News	#10

- **Seven News** (1.230 million). Seven News wins network – up 70,000 viewers on Nine News, a 6% audience advantage.
- **Today Tonight** (1.034 million).
- **My Kitchen Rules** (1.806 million) peaks at 2.416 million and is Tuesday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 36 share in total viewers, 41 share in 16-39s, 39 share in 18-49s and 38 share in 25-54s.
- **Packed to the Rafters** (1.371 million) dominates in total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 35 share in 16-39s, 34 share in 18-49s and 33 share in 25-54s.
- **Parenthood** (0.573 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 29 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.

### Wednesday

- 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 42% on Nine and up 148% on Ten in total viewers.
  - Seven is up 35% on Nine and up 130% on Ten in 16-39s. Seven is up 34% on Nine and up 117% on Ten in 18-49s. Seven is up 29% on Nine and up 118% on Ten in 25-54s.

- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for total viewers, 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 36% on Nine (Nine + Go + Gem) and up 134% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 39% on Nine and up 105% on Ten in 16-39s. Seven is up 38% on Nine and up 101% on Ten in 18-49s. Seven is up 33% on Nine and up 110% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today across 6:00-9:00am.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Seven News	#3
Today Tonight	#5	Last Resort	#5
Home and Away	#7	Home and Away	#7
Last Resort	#10	Today Tonight	#9
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Home and Away	#3
Last Resort	#4	Seven News	#4
Seven News	#7	Last Resort	#5
		Today Tonight	#9

- **Seven News** (1.163 million). Seven News wins network – up 94,000 viewers on Nine News, a 9% audience advantage.
- **Today Tonight** (0.968 million). Today Tonight wins network – up 66,000 viewers on A Current Affair, a 7% audience advantage.
- **My Kitchen Rules** (1.803 million) peaks at 2.255 million and is Wednesday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 38 share in total viewers, 45 share in 16-39s, 42 share in 18-49s and 40 share in 25-54s.
- **Last Resort** (Episode 1 = 0.683 million and Episode 2 = 0.514 million) wins in total viewers, 16-39s, 18-49s and 25-54s.

#### Thursday

- Seven wins in news.
- 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 ties with Nine + Go + Gem and is up 108% on Ten + One + Eleven.
- Seven wins in breakfast television. Sunrise leads Today across 6:00-9:00am.
- Seven wins in morning television. The Morning Show leads Mornings.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Home and Away	#5
Home and Away	#6	Seven News	#7
Today Tonight	#7	Bones	#8
Bones	#10	Today Tonight	#10
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#4	Home and Away	#4
Seven News	#6	Seven News	#8
Bones	#7	Bones	#9
Today Tonight	#10	Today Tonight	#10

- **Seven News** (1.115 million). Seven News wins network – up 51,000 viewers on Nine News, a 5% audience advantage.
- **My Kitchen Rules** (1.679 million) peaks at 2.054 million and is Thursday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 35 share in total viewers, 42 share in 16-39s, 40 share in 18-49s and 38 share in 25-54s.

## Friday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 3% on Nine and up 130% on Ten.
- Seven wins in breakfast television. Sunrise leads Today across 6:00-9:00am.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Home and Away	#3
Home and Away	#4	Seven News	#5
Today Tonight	#6	Today Tonight	#7
Better Homes and Gardens	#10	Better Homes and Gardens	#8
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#1	Home and Away	#1
Seven News	#5	Seven News	#4
Better Homes and Gardens	#6	Better Homes and Gardens	#6
Today Tonight	#9	Today Tonight	#9

- **Seven News** (0.996 million). Seven News wins network.
- **Today Tonight** (0.779 million). Today Tonight wins network.

## Saturday

- Seven wins in primetime on primary channels.
  - Seven is number 1 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.
- Seven wins in breakfast television. Weekend Sunrise is up 17% on Weekend Today across 7:00-10:00am.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Indiana Jones	#2
Indiana Jones	#4	Seven News	#4
<b>16-39s</b>		<b>18-49s</b>	
Indiana Jones	#3	Indiana Jones	#1
Seven News	#7	Seven News	#7

- **Saturday Night At The Movies: Indiana Jones and the Kingdom of the Crystal Skull** (0.761 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.