

14 April 2014

## **Seven Network Ratings Report**

**Week 15: 6 April – 12 April 2014**

### **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 combine to win primetime in total viewers on the combined audiences of all multiple channels.

### **Seven wins in breakfast television.**

- Sunrise leads Today and up 935% on Wake Up in total viewers.

### **Seven wins in morning television.**

- The Morning Show is up 39% on Mornings and up 234% on Studio 10 in total viewers.

### **Seven delivers across primetime.**

- AFL on Seven: Sunday Night Football dominates across its primetime broadcast markets.
- My France with Manu delivers in all key audiences across its primetime broadcast markets.
- Downton Abbey wins its timeslot and delivers in all key audiences across its primetime broadcast markets.
- My Kitchen Rules peaks at 1.958 million, and is Monday's number one most-watched programme for total viewers and 18-49s and 25-54s.
- Revenge ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.061 million, and is Tuesday's number one most-watched programme for total viewers, 18-49s and 25-54s.
- Resurrection wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Tuesday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.015 million and ranks in Wednesday's top four most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Mrs Brown's Boys peaks at 1.336 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 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 on Seven.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.



## **Live and As-Live Data**

### **Week 15 Primetime Shares**

ABC1:	12.3%
Seven:	24.4%
Nine:	24.2%
Ten:	9.4%
SBS1:	3.8%

ABC2:	2.4%
ABC3:	0.9%
ABC News 24:	1.3%
7TWO:	3.6%
7mate:	4.0%
GO!:	4.2%
Gem:	3.1%
One:	2.2%
Eleven:	3.1%
SBS2:	0.8%
NITV:	0.2%

### **Week 15 Combined Multiple Channels Primetime Shares**

ABC1:	17.0%
Seven:	32.1%
Nine:	31.5%
Ten:	14.7%
SBS:	4.8%

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

## Primetime audience demographics for primary channels

6:00pm-midnight Week 15, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	24.4%	24.2%	9.4%	12.3%	3.8%
16-39s	24.0%	27.4%	11.9%	4.6%	2.1%
18-49s	24.6%	27.3%	11.1%	5.5%	2.5%
25-54s	24.6%	27.3%	10.9%	6.6%	3.0%

## Primetime audience demographics for digital channels

6:00pm-midnight Week 15, 2014				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.6%	1.9%	2.4%	2.7%
7mate	4.0%	5.7%	5.5%	5.0%
GO!	4.2%	6.1%	5.6%	5.0%
Gem	3.1%	2.9%	2.8%	2.8%
GO!	2.2%	2.7%	2.7%	2.7%
Eleven	3.1%	5.1%	4.7%	4.2%
ABC2	2.4%	3.0%	2.6%	2.5%
ABC3	0.9%	0.6%	0.6%	0.5%
ABC News 24	1.3%	0.7%	0.9%	1.0%
SBS2	0.8%	1.2%	1.0%	1.1%
NITV	0.2%	0.2%	0.2%	0.2%

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

6:00pm-midnight Week 15, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	32.1%	31.5%	14.7%	17.0%	4.8%
16-39s	31.6%	36.4%	19.7%	8.9%	3.4%
18-49s	32.4%	35.7%	18.5%	9.6%	3.8%
25-54s	32.4%	35.1%	17.7%	10.6%	4.2%

FTA Channels and Total TV

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

## Primetime Programming Analysis

### Sunday

- Seven wins in breakfast television. Weekend Sunrise is up 19% on Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Seven News	#4
Sunday Night	#5	Sunday Night	#5
My France with Manu	#6	My France with Manu	#6
Downton Abbey	#8	Downton Abbey	#7
16-39s		18-49s	
My France with Manu	#4	Seven News	#4
Seven News	#5	My France with Manu	#5
Sunday Night	#6	Sunday Night	#6
AFL on Seven	#7	Downton Abbey	#8

AFL pre-empts Seven's primetime in Melbourne and Adelaide.

My France with Manu and Downton Abbey not broadcast and Sunday Night time-shifted to following AFL in Melbourne and Adelaide

- **Seven News** (1.233 million).
- **AFL on Seven: Sunday Night Football** dominates across its primetime broadcast markets – 31 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.
- **My France with Manu** delivers in all key audiences across its primetime broadcast markets – 26 share in total viewers, 25 share in 18-49s and 25 share in 25-54s.
- **Downton Abbey** wins its timeslot and delivers in all key audiences across its primetime broadcast markets – 28 share in total viewers.

## Monday

- 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 leads Nine + Go + Gem and is up 115% on Ten + One + Eleven.
- Seven wins in primetime on digital channels.
  - 7mate is number 1 for total viewers.
- Seven wins in breakfast television. Sunrise is up 10% Today and up 867% on Wake Up.
- Seven wins in morning television. The Morning Show is up 38% on Mornings and is up 180% on Studio 10.
- 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
Seven News – Today Tonight	#7	Seven News	#6
Home and Away	#9	Seven News – Today Tonight	#7
		Home and Away	#10
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#2	My Kitchen Rules	#1
Home and Away	#5	Revenge	#4
Revenge	#7	Home and Away	#5
		Seven News	#10

- **Seven News** (1.296 million). Seven News wins.
- **My Kitchen Rules** (1.603 million) peaks at 1.958 million, and is Monday's number one most-watched programme for total viewers and 18-49s and 25-54s – 30 share in total viewers, 32 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.
- **Revenge** (0.807 million) ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

## Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 7% on Nine and up 187% on Ten.
- 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 11% on Nine (Nine + Go + Gem) and up 151% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 3% on Nine and up 145% on Ten in 16-39s. Seven is up 4% on Nine and up 157% on Ten in 18-49s. Seven is up 5% on Nine and up 145% on Ten in 25-54s.
- Seven wins in morning television. The Morning Show is up 93% on Mornings and up 271% on Studio 10.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Resurrection	#3	Resurrection	#4
Seven News	#5	Home and Away	#7
Seven News – Today Tonight	#8	Seven News	#10
Home and Away	#10		
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#2	My Kitchen Rules	#1
Resurrection	#4	Resurrection	#4
Home and Away	#6	Home and Away	#6

- **Seven News** (1.289 million). Seven News wins.
- **Home and Away** (1.026 million) wins in 16-39s and 18-49s.
- **My Kitchen Rules** (1.672 million) peaks at 2.061 million, and is Tuesday's number one most-watched programme for total viewers, 18-49s and 25-54s: 32 share in total viewers, 34 share in 16-39s, 35 share in 18-49s and 34 share in 25-54s.
- **Resurrection** (1.385 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Tuesday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 33 share in 16-39s, 34 share in 18-49s and 33 share in 25-54s.

## Wednesday

- Seven wins in breakfast television. Sunrise is up 7% on Today and up 833% on Wake Up.
- Seven wins in morning television. The Morning Show is up 17% on Mornings and up 188% on Studio 10.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#4	My Kitchen Rules	#4
Seven News	#8	Mrs Brown's Boys	#8
Seven News – Today Tonight	#9		
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#4	My Kitchen Rules	#4
Mrs Brown's Boys	#8	Mrs Brown's Boys	#8
Home and Away	#9	Home and Away	#10

- **My Kitchen Rules** (1.645 million) peaks at 2.015 million and ranks in Wednesday's top four most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 28 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.
- **Mrs Brown's Boys** (1.026 million) peaks at 1.336 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers.

## Thursday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 5% on Nine and up 104% on Ten.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for total viewers, 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.
  - Seven + 7TWO + 7mate is up 7% on Nine + Go + Gem and up 75% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today and is up 1250% on Wake Up.
- Seven wins in morning television. The Morning Show is up 38% on Mornings and up 342% on Studio 10.

Seven did not broadcast same network schedule across primetime in all markets

**Friday**

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 16% on Nine and up 160% on Ten in total viewers.
  - Seven is up 27% on Nine and up 125% on Ten in 16-39s. Seven is up 23% on Nine and up 127% on Ten in 18-49s. Seven is up 20% on Nine and up 123% 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 15% on Nine (Nine + Go + Gem) and up 117% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 11% on Nine and up 61% on Ten in 16-39s. Seven is up 13% on Nine and up 75% on Ten in 18-49s. Seven is up 15% on Nine and up 80% on Ten in 25-54s.
  
- Seven wins in breakfast television. Sunrise leads Today and is up 869% on Wake Up in total viewers.
  
- Seven wins in morning television. The Morning Show is up 29% on Mornings and up 214% on Studio 10.
  
- Seven scores in the most-watched programmes:
 

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News	#2
Seven News – Today Tonight	#4	Seven News – Today Tonight	#4
Better Homes and Gardens	#6	Better Homes and Gardens	#5
		AFL on Seven	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#3	Seven News	#3
Seven News – Today Tonight	#5	Seven News – Today Tonight	#5
Better Homes and Gardens	#8	Better Homes and Gardens	#7
AFL on Seven	#9	AFL on Seven	#9
  
- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 32 share in total viewers, 42 share in 16-39s, 41 share in 18-49s and 38 share in 25-54s.

## Saturday

- 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 22% on Nine and up 107% on Ten in total viewers.
  - Seven is up 16% on Nine and up 51% on Ten in 16-39s. Seven is up 8% on Nine and up 78% on Ten in 18-49s. Seven is up 4% on Nine and up 77% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for total viewers, 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 10% on Nine (Nine + Go + Gem) and up 102% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 10% on Nine and up 47% on Ten in 16-39s. Seven is up 9% on Nine and up 70% on Ten in 18-49s. Seven is up 8% on Nine and up 77% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 12% on Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#1
		AFL on Seven	#5
		Weekend Sunrise	#9
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#2	Seven News	#1
AFL on Seven	#5	AFL on Seven	#5
AFL on Seven: Pre-Game	#7	AFL on Seven: Pre-Match	#6
AFL on Seven: Pre-Match	#9	AFL on Seven: Pre-Game	#7

- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 26 share in total viewers, 33 share in 16-39s, 31 share in 18-49s and 28 share in 25-54s.