

29 April 2013

## **Seven Network Ratings Report**

**Week 17: 21 April – 27 April 2013**

### **Seven wins in news.**

- Seven News leads Nine News.

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

- Today Tonight leads A Current Affair.

### **Seven wins in primetime on primary channels.**

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
- Seven is up 4% in total viewers, up 15% in 16-39s and up 8% in 25-54s on the same week in 2012.

### **Seven wins in primetime on digital channels.**

- 7TWO is the number 1 digital channel 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 + 7TWO + 7mate is up 12% on Nine + Go + Gem and up 104% on Ten + One + Eleven in total viewers.

### **Seven scores in the most-watched programmes.**

- My Kitchen Rules peaks at 2.369 million on Sunday. Downtown Abbey wins in total viewers and 25-54s.
- My Kitchen Rules peaks at 2.305 million on Monday. Revenge wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.171 million on Tuesday. Packed to the Rafters wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.216 million on Wednesday and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s. Criminal Minds wins in total viewers, 16-39s, 18-49s and 25-54s.
- Border Security peaks at 1.181 million and wins on Thursday. Mrs Brown's Boys peaks at 1.036 million and wins.
- Better Homes and Gardens wins on Friday. AFL on Seven: Friday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s.



**Seven wins in breakfast television.**

- Sunrise leads Today in total viewers.

**Seven wins in morning television.**

- The Morning Show leads Mornings.

**Live and As-Live Data**

**Week 17 Primetime Shares**

ABC1:	13.1%
Seven:	24.2%
Nine:	22.2%
Ten:	11.0%
SBS1:	4.3%

ABC2:	2.5%
ABC3:	0.7%
ABC News 24:	0.8%
7TWO:	4.5%
7mate:	4.0%
GO!:	4.1%
Gem:	2.8%
One:	2.2%
Eleven:	2.8%
SBS2:	0.7%
NITV:	0.1%

**Week 17 Combined Multiple Channels Primetime Shares**

ABC1:	17.1%
Seven:	32.6%
Nine:	29.1%
Ten:	16.0%
SBS:	5.1%

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

**Primetime audience demographics for primary channels**

**6:00pm-midnight Week 17, 2013**

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	24.2%	22.2%	11.0%	13.1%	4.3%
16-39s	25.1%	23.9%	14.2%	5.3%	2.6%
18-49s	24.6%	24.3%	13.6%	7.0%	3.3%
25-54s	24.4%	24.4%	13.0%	7.9%	3.6%

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

**6:00pm-midnight Week 17, 2013**

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	32.6%	29.1%	16.0%	17.1%	5.1%
16-39s	32.8%	33.2%	20.8%	9.5%	3.8%
18-49s	32.2%	32.7%	19.8%	11.0%	4.3%
25-54s	32.1%	32.4%	19.1%	11.8%	4.6%

FTA Channels and Total TV

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

## Primetime Programming Analysis

### Sunday

- Seven wins in news.
- 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 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 12% 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>	
My Kitchen Rules	#3	My Kitchen Rules	#3
Seven News	#4	Seven News	#5
Downton Abbey	#6	Downton Abbey	#7

  

<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#3	My Kitchen Rules	#3
Downton Abbey	#6	Seven News	#5
Seven News	#7	Downton Abbey	#7

- **Seven News** (1.465 million). Seven News wins network – up 72,000 viewers on Nine News, a 5% audience advantage.
- **My Kitchen Rules** (1.558 million) peaks at 2.369 million – 27 share in total viewers, 30 share in 16-39s, 30 share in 18-49s and 29 share in 25-54s.
- **Downton Abbey** (1.305 million) wins in total viewers and 25-54s – 27 share in total viewers.

### Monday

- 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 2% on Nine + Go + Gem and up 170% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in breakfast television. Sunrise leads Today across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 27% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#2	My Kitchen Rules	#2
Seven News	#4	Seven News	#6
Today Tonight	#6	Home and Away	#8
Revenge	#7	Today Tonight	#9
Home and Away	#8	Grey's Anatomy	#10

16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Home and Away	#5	Revenge	#3
Grey's Anatomy	#8	Home and Away	#5
Seven News	#9	Seven News	#8
		Today Tonight	#9
		Grey's Anatomy	#10

- **My Kitchen Rules** (1.675 million) peaks at 2.305 million and is one of Monday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 33 share in 16-39s, 32 share in 18-49s and 30 share in 25-54s.
- **Revenge** (1.079 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 29 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.

## Tuesday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 5% on Nine and up 124% on Ten.
- 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 11% on Nine (Nine + Go + Gem) and up 108% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 14% on Nine and up 86% on Ten in 16-39s. Seven is up 5% on Nine and up 87% on Ten in 18-49s. Seven is up 3% on Nine and up 85% on Ten in 25-54s.
- Seven wins in morning television. The Morning Show is up 36% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Packed to the Rafters	#3	Packed to the Rafters	#3
Seven News	#4	Seven News	#4
Today Tonight	#6	Home and Away	#7
Home and Away	#8	Today Tonight	#8

  

16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Packed to the Rafters	#3	Packed to the Rafters	#3
Home and Away	#4	Home and Away	#5
Today Tonight	#7	Seven News	#6
Seven News	#8	Today Tonight	#9

- **Seven News** (1.291 million). Seven News wins network – up 109,000 viewers on Nine News, a 9% audience advantage.
- **Today Tonight** (1.081 million). Today Tonight wins network – up 67,000 viewers on A Current Affair, a 7% audience advantage.

- **My Kitchen Rules** (1.546 million) peaks at 2.171 million and is one of Tuesday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 30 share in 16-39s, 29 share in 18-49s and 29 share in 25-54s.
- **Packed to the Rafters** (1.302 million) peaks at 1.761 million and wins in total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 33 share in 16-39s, 31 share in 18-49s and 30 share in 25-54s.

### Wednesday

- 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 62% on Nine and up 185% on Ten in total viewers.
  - Seven is up 64% on Nine and up 143% on Ten in 16-39s. Seven is up 58% on Nine and up 138% on Ten in 18-49s. Seven is up 51% on Nine and up 148% 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 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 53% on Nine (Nine + Go + Gem) and up 146% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 39% on Nine and up 92% on Ten in 16-39s. Seven is up 42% on Nine and up 101% on Ten in 18-49s. Seven is up 40% on Nine and up 116% 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 is up 43% on 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
Today Tonight	#4	Criminal Minds	#6
Home and Away	#6	Seven News	#7
Criminal Minds	#8	Today Tonight	#8
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#2	Home and Away	#2
Criminal Minds	#3	Criminal Minds	#4
Today Tonight	#8	Seven News	#7
Seven News	#9	Today Tonight	#9

- **Seven News** (1.171 million).
- **Today Tonight** (1.082 million). Today Tonight wins network – up 198,000 viewers on A Current Affair, a 22% audience advantage.

- **My Kitchen Rules** (1.781 million) peaks at 2.216 million and is Wednesday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 39 share in total viewers, 44 share in 16-39s, 43 share in 18-49s and 42 share in 25-54s.
- **Criminal Minds** (0.883 million) wins in total viewers, 16-39s, 18-49s and 25-54s.

#### Thursday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 18% on Nine and up 76% on Ten.
- 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 13% on Nine + Go + Gem and up 64% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 16% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 28% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#2
Today Tonight	#3	Today Tonight	#3
Home and Away	#4	Home and Away	#4
Mrs Brown's Boys	#6	Mrs Brown's Boys	#6
Border Security	#8	AFL on Seven	#8
AFL on Seven	#9	Border Security	#10
Deal or No Deal	#10		
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#1	Seven News	#1
Seven News	#2	Today Tonight	#3
Today Tonight	#3	Home and Away	#4
AFL on Seven	#5	Mrs Brown's Boys	#6
Mrs Brown's Boys	#7	AFL on Seven	#8
Border Security	#9	Border Security	#10

- **AFL on Seven: ANZAC Day Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven and 7mate.
- **Seven News** (1.377 million). Seven News wins network – up 84,000 viewers on Nine News, a 6% audience advantage.
- **Today Tonight** (1.149 million). Today Tonight wins network – up 229,000 viewers on A Current Affair, a 25% audience advantage.
- **Home and Away** (0.958 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **Border Security: International** (0.888 million) peaks at 1.181 million, wins its timeslot and ranks in Thursday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Mrs Brown's Boys** (0.923 million) peaks at 1.036 million and wins in total viewers, 18-49s and 25-54s.

## Friday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 10% on Nine and up 131% on Ten.
- Seven wins in primetime on digital channels.
  - 7mate 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.
  - Seven + 7TWO + 7mate is up 12% on Nine + Go + Gem and up 104% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 37% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Better Homes and Gardens	#2
Better Homes and Gardens	#3	Seven News	#3
Today Tonight	#5	Today Tonight	#7
<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#2	Better Homes and Gardens	#2
Seven News	#5	Seven News	#4
AFL on Seven	#8	Today Tonight	#8
		AFL on Seven	#10

- **Better Homes and Gardens** (0.929 million) wins in total viewers and is one of Friday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- **AFL on Seven: Friday Night Football** wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts on Seven and 7mate.

## 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 16% on Nine and up 31% on Ten in total viewers.
  - Seven is up 4% on Nine and up 5% on Ten in 16-39s. Seven is up 6% on Nine and up 18% on Ten in 18-49s. Seven is up 12% on Nine and up 19% 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 and 25-54s.
  - Seven (Seven + 7TWO + 7mate) is up 16% on Nine (Nine + Go + Gem) and up 52% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 4% on Nine and up 15% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.

- Seven scores in the most-watched programmes:

<b>All People</b>			<b>25-54s</b>	
Seven News	#1		Seven News	#2
			AFL on Seven	#8
<b>16-39s</b>			<b>18-49s</b>	
Seven News	#2		Seven News	#1
AFL on Seven	#8		AFL on Seven	#9

- **Seven News** (0.991 million). Seven News wins network.
- **AFL on Seven: Saturday Night Football** wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts on Seven and 7mate.