

19 May 2014

## Seven Network Ratings Report

Week 20: 11 May – 17 May 2014

### Seven wins in news and public affairs.

- Seven News wins at 6:00pm.
- Seven News – Today Tonight wins at 6:30pm.

### Seven scores in the most-watched programmes:

- |                            |               |
|----------------------------|---------------|
| - House Rules – Reveal     | 2.050 million |
| - Seven News – Sunday      | 1.848 million |
| - House Rules – Wednesday  | 1.725 million |
| - House Rules – Sunday     | 1.712 million |
| - House Rules – Tuesday    | 1.649 million |
| - Sunday Night             | 1.534 million |
| - Seven News               | 1.517 million |
| - Seven News – Saturday    | 1.467 million |
| - Home and Away            | 1.448 million |
| - A Place To Call Home     | 1.434 million |
| - Better Homes and Gardens | 1.313 million |
| - Resurrection             | 1.283 million |
| - The Blacklist            | 1.204 million |

Metropolitan + Regional Combined: Audiences

### Seven wins in breakfast television.

- Sunrise is up 22% on Today and up 1047% on Wake Up in total viewers.

### Seven wins in morning television.

- The Morning Show is up 34% on Mornings and up 237% on Studio 10 in total viewers.

### Seven wins in primetime on digital channels.

- 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Bogan Hunters on 7mate delivers the biggest audience for any entertainment programme in 7mate's history.



**Seven delivers across primetime.**

- House Rules peaks at 1.276 million and is one of Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.266 million and ranks in Sunday's top ten programmes for 16-39s, 18-49s and 25-54s.
- A Place To Call Home peaks at 1.017 million and ranks in Sunday's top ten programmes for total viewers and 25-54s.
- House Rules peaks at 1.542 million, hits 2014 audience high, and is one of Monday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.197 million and ranks in Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.293 and is one of Wednesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- AFL on Seven: Thursday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.
- AFL on Seven: Friday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.

**Live and As-Live Data**

**Week 20 Primetime Shares**

ABC1:	12.6%
Seven:	20.4%
Nine:	22.5%
Ten:	11.9%
SBS1:	4.9%

ABC2:	2.6%
ABC3:	0.9%
ABC News 24:	1.5%
7TWO:	4.0%
7mate:	4.5%
GO!:	4.8%
Gem:	3.1%
One:	2.8%
Eleven:	2.6%
SBS2:	0.9%
NITV:	0.1%

**Week 20 Combined Multiple Channels Primetime Shares**

ABC1:	17.5%
Seven:	28.9%
Nine:	30.4%
Ten:	17.3%
SBS:	5.9%

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 20, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.4%	22.5%	11.9%	12.6%	4.9%
16-39s	19.3%	23.5%	15.9%	5.2%	4.4%
18-49s	20.3%	24.2%	15.1%	5.8%	4.4%
25-54s	20.5%	24.7%	14.6%	6.9%	4.6%

### Primetime audience demographics for digital channels

#### 6:00pm-midnight Week 20, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.0%	1.8%	2.2%	2.5%
7mate	4.5%	6.8%	6.2%	5.6%
GO!	4.8%	6.4%	5.8%	5.3%
Gem	3.1%	2.7%	2.6%	2.8%
GO!	2.8%	3.5%	3.5%	3.5%
Eleven	2.6%	3.9%	3.7%	3.3%
ABC2	2.6%	3.4%	2.9%	2.7%
ABC3	0.9%	0.6%	0.6%	0.5%
ABC News 24	1.5%	1.2%	1.3%	1.3%
SBS2	0.9%	1.3%	1.2%	1.1%
NITV	0.1%	0.1%	0.1%	0.1%

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

#### 6:00pm-midnight Week 20, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.9%	30.4%	17.3%	17.5%	5.9%
16-39s	27.9%	32.6%	23.3%	10.3%	5.9%
18-49s	28.7%	32.7%	22.3%	10.6%	5.7%
25-54s	28.5%	32.8%	21.4%	11.4%	5.8%

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 39% on Weekend Today in total viewers.
- 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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	House Rules	#3
House Rules	#5	Seven News	#5
Sunday Night	#6	Sunday Night	#6
A Place To Call Home	#8	A Place To Call Home	#9
16-39s		18-49s	
House Rules	#3	House Rules	#3
Sunday Night	#6	Sunday Night	#6
Seven News	#10	Seven News	#8

- **Seven News** (1.205 million).
- **House Rules** (1.060 million) peaks at 1.276 million and is one of Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Sunday Night** (0.950 million) peaks at 1.266 million and ranks in Sunday's top ten programmes for 16-39s, 18-49s and 25-54s.
- **A Place To Call Home** (0.867 million) peaks at 1.017 million and ranks in Sunday's top ten programmes for total viewers and 25-54s.

## Monday

- Seven wins in breakfast television. Sunrise is up 27% on Today and up 1312% on Wake Up in total viewers.
- Seven wins in morning television. The Morning Show is up 35% on Mornings and up 241% on Studio 10.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
House Rules	#2	House Rules	#2
Seven News	#4	Home and Away	#9
Seven News – Today Tonight	#6	Seven News	#10
Home and Away	#9		
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#2	House Rules	#2
Home and Away	#6	Home and Away	#5
Revenge	#9	Revenge	#10

- **Seven News** (1.241 million).
- **Seven News – Today Tonight** (1.134 million).
- **Home and Away** (1.023 million) wins in 16-39s and 18-49s.
- **House Rules** (1.292 million) peaks at 1.542 million, hits 2014 audience high, and is one of Monday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 26 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.

## Tuesday

- Seven wins in breakfast television. Sunrise is up 16% on Today and up 1120% on Wake Up.
- Seven wins in morning television. The Morning Show is up 20% on Mornings and up 240% on Studio 10.
- 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 scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	House Rules	#3
Seven News – Today Tonight	#5	Home and Away	#8
House Rules	#6	Seven News	#9
		Seven News – Today Tonight	#10
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#2	House Rules	#3
Home and Away	#5	Home and Away	#5
Bogan Hunters	#8	Resurrection	#9
Resurrection	#9		

- **Seven News** (1.170 million).
- **Seven News – Today Tonight** (1.042 million).
- **Home and Away** (0.932 million) wins in 16-39s and 18-49s.
- **House Rules** (1.029 million) peaks at 1.197 million and ranks in the top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Resurrection** (0.782 million) ranks in Tuesday's top ten most-watched programmes for 16-39s and 18-49s.
- **Bogan Hunters on 7mate** (390,000) peaks at 513,000 and delivers the biggest audience for any entertainment programme in 7mate's history.

### Wednesday

- 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 30% 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.
  - Seven + 7TWO + 7mate is up 14% on Nine + Go + Gem and up 46% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 28% on Today and up 1026% on Today.
- Seven wins in morning television. The Morning Show is up 18% on Mornings and up 223% on Studio 10.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	House Rules	#3
Seven News – Today Tonight	#4	Home and Away	#9
House Rules	#5		
Home and Away	#9		
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#2	House Rules	#3
Home and Away	#6	Home and Away	#6

- **Seven News** (1.194 million). Seven News wins network – up 43,000 viewers on Nine News, a 4% audience advantage.
- **Seven News – Today Tonight** (1.122 million). Seven News – Today Tonight wins network – up 57,000 viewers on Nine News – 6:30pm, a 5% audience advantage.
- **Home and Away** (0.895 million) wins in 16-39s and 18-49s.
- **House Rules** (1.072 million) peaks at 1.293 and is one of Wednesday’s top three most-watched programmes for 16-39s, 18-49s and 25-54s – 26 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.

#### Thursday

- 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 31% on Nine and up 87% on Ten in total viewers.
  - Seven is up 19% on Nine and up 37% on Ten in 16-39s. Seven is up 21% on Nine and up 50% on Ten in 18-49s. Seven is up 16% on Nine and up 61% 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 26% on Nine (Nine + Go + Gem) and up 51% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 12% on Nine and up 11% on Ten in 16-39s. Seven is up 15% on Nine and up 18% on Ten in 18-49s. Seven is up 13% on Nine and up 26% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 29% on Today and up 1071% on Wake Up.
- Seven wins in morning television. The Morning Show is up 73% on Mornings and up 315% on Studio 10.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News – Today Tonight	#1
Seven News – Today Tonight	#2	Seven News	#2
Home and Away	#6	Home and Away	#5
		AFL on Seven	#10
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#1	Home and Away	#1
Seven News – Today Tonight	#5	Seven News – Today Tonight	#3
Seven News	#6	Seven News	#4
AFL on Seven	#10	AFL on Seven	#10

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

- Seven News** (1.152 million). Seven News wins network – up 145,000 viewers on Nine News, a 14% audience advantage.
- Seven News – Today Tonight** (1.038 million). Seven News – Today Tonight wins network – up 72,000 viewers on Nine News – 6:30pm, a 7% audience advantage.
- Home and Away** (0.783 million – not broadcast in all markets) is Thursday's number one most-watched programme for 16-39s and 18-49s.
- AFL on Seven: Thursday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 33 share in total viewers, 34 share in 16-39s, 35 share in 18-49s and 34 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. Seven leads Nine and is up 140% on Ten.
- Seven wins in breakfast television. Sunrise is up 11% on Today and up 755% on Today.
- Seven wins in morning television. The Morning Show is up 28% on Mornings and up 158% on Studio 10.
- Seven scores in the most-watched programmes:

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

- Seven News** (1.060 million). Seven News wins network – up 89,000 viewers on Nine News, a 9% audience advantage.
- Seven News – Today Tonight** (0.966 million). Seven News – Today Tonight wins network – up 35,000 viewers on Nine News – 6:30pm, a 4% audience advantage.
- AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 28 share in total viewers, 31 share in 16-39s, 32 share in 18-49s and 31 share in 25-54s.

## Saturday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers, 18-49s and 25-54s.
  - Seven is up 23% on Nine and up 64% on Ten in total viewers.
  - Seven is up 4% on Nine and up 26% on Ten in 18-49s. Seven is up 8% on Nine and up 30% 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 and 25-54s.
  - Seven (Seven + 7TWO + 7mate) is up 3% on Nine (Nine + Go + Gem) and up 81% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 3% on Nine and up 46% 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	#2	Seven News	#1
AFL on Seven	#10	AFL on Seven	#7
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#4	Seven News	#3
AFL on Seven	#5	AFL on Seven	#5
AFL on Seven – Pre-Match	#10		

- **Seven News** (1.013 million). Seven News wins network – up 127,000 viewers on Nine News, a 14% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 29 share in total viewers, 35 share in 16-39s, 34 share in 18-49s and 31 share in 25-54s.