

11 August 2014

Seven Network Ratings Report

Week 32: 3 August – 9 August 2014

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers.

Seven wins in primetime on digital channels.

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

Seven wins in breakfast television.

- Sunrise is up 24% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 45% on Mornings in total viewers.

Seven scores in the most-watched programmes.

- The X Factor peaks at 1.440 million and ranks in Sunday's top four programmes for 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.372 million, wins its timeslot, is up 49% on 60 Minutes and is one of Sunday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.250 million and is one of Monday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.327 million and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Winners and Losers is one of Tuesday's top four programmes for 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.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.

Seven is number 1 in 2014

- Seven is number 1 for total viewers in primetime on primary channels across the current television season.

Seven + 7TWO + 7mate is number 1 in 2014.

- Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime in total viewers on the combined audiences of all multiple channels across the current television season.



Primetime audience demographics for primary channels

6:00pm-midnight Week 32, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.6%	20.3%	12.3%	12.4%	4.3%
16-39s	20.0%	22.1%	16.0%	4.6%	3.1%
18-49s	20.4%	22.2%	15.3%	5.8%	3.4%
25-54s	20.9%	22.4%	14.8%	6.9%	3.7%

Primetime audience demographics for digital channels

6:00pm-midnight Week 32, 2014				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.7%	2.6%	2.9%	3.2%
7mate	4.5%	6.8%	6.4%	5.8%
GO!	4.8%	6.9%	6.2%	5.7%
Gem	3.7%	2.8%	2.7%	2.9%
One:	3.7%	4.0%	4.3%	4.3%
Eleven	3.0%	4.8%	4.4%	4.0%
ABC2	2.8%	3.6%	3.1%	2.8%
ABC3	0.7%	0.4%	0.4%	0.4%
ABC News 24	1.1%	0.6%	0.9%	0.9%
SBS2	0.9%	1.5%	1.3%	1.2%
NITV	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 32, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.9%	28.8%	19.0%	17.0%	5.4%
16-39s	29.4%	31.8%	24.8%	9.2%	4.7%
18-49s	29.7%	31.2%	24.0%	10.2%	4.9%
25-54s	29.9%	30.9%	23.1%	11.0%	5.0%

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 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 10% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Weekend Sunrise is up 48% on Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Sunday Night	#2
Sunday Night	#4	Seven News	#4
The X Factor	#5	The X Factor	#5
16-39s		18-49s	
Sunday Night	#2	Sunday Night	#2
The X Factor	#3	The X Factor	#3
Seven News	#5	Seven News	#5

- **Seven News** (1.267 million). Seven News wins.
- **The X Factor** (1.031 million) peaks at 1.440 million and ranks in Sunday's top four programmes for 16-39s, 18-49s and 25-54s.
- **Sunday Night** (1.094 million) peaks at 1.372 million, wins its timeslot, is up 49% on 60 Minutes and is one of Sunday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.

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 wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers in primetime.
 - 7mate is the most-watched digital channel in primetime for 18-49s and 25-54s.
- Seven wins in breakfast television. Sunrise is up 18% on Today.
- Seven wins in morning television. The Morning Show is up 27% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	The X Factor	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#7
The X Factor	#6	Home and Away	#8
Home and Away	#9	The Amazing Race	#9
		Seven News	#10
16-39s		18-49s	
The X Factor	#3	The X Factor	#3
The Amazing Race	#4	The Amazing Race	#7
Home and Away	#6	Home and Away	#8

- **The X Factor** (1.055 million) peaks at 1.250 million and is one of Monday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: Seven leads Nine and is up 110% on Ten.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s.
- Seven wins in breakfast television. Sunrise is up 17% on Today.
- Seven wins in morning television. The Morning Show is up 41% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	The X Factor	#3
The X Factor	#4	Winners and Losers	#4
Seven News – Today Tonight	#5	Home and Away	#6
Home and Away	#9	Seven News	#9
Winners and Losers	#10	Seven News – Today Tonight	#10

16-39s		18-49s	
The X Factor	#3	The X Factor	#3
Winners and Losers	#4	Winners and Losers	#4
Home and Away	#6	Home and Away	#5

- **Home and Away** (0.918 million) wins in 16-39s, 18-49s and 25-54s.
- **The X Factor** (1.089 million) peaks at 1.327 million and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Winners and Losers** (0.842 million) is one of Tuesday's top four programmes for 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 2% on Nine and up 21% 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 15% on Nine + Go + Gem and up 40% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 26% on Today.
- Seven wins in morning television. The Morning Show is up 65% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	The Force	#6
Seven News – Today Tonight	#5	Home and Away	#7
Home and Away	#7	Seven News – Today Tonight	#8
The Force	#9		
Highway Patrol	#10		

16-39s		18-49s	
Home and Away	#6	Home and Away	#6
Highway Patrol	#7	The Force	#8
The Force	#8	Highway Patrol	#9

Thursday

- Seven wins in breakfast television. Sunrise is up 23% on Today.
- 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 and 25-54s.

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 10% on Nine and up 120% on Ten in total viewers.
 - Seven is up 5% on Nine and up 52% on Ten in 16-39s. Seven is up 7% on Nine and up 60% on Ten in 18-49s. Seven is up 7% on Nine and up 72% 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 9% on Nine (Nine + Go + Gem) and up 98% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 28% on Ten in 16-39s. Seven is up 39% on Ten in 18-49s. Seven is up 2% on Nine and up 51% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 32% on Today.
- Seven wins in morning television. The Morning Show is up 77% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#5
Seven News – Today Tonight	#4	Seven News – Today Tonight	#6
Better Homes and Gardens	#6	Better Homes and Gardens	#7
		AFL on Seven	#8
16-39s		18-49s	
AFL on Seven	#4	AFL on Seven	#5
Better Homes and Gardens	#9	Better Homes and Gardens	#7
Seven News – Today Tonight	#10	Seven News – Today Tonight	#8
- **AFL on Seven: Friday Night Football dominates** in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 34 share in total viewers, 41 share in 16-39s, 39 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 61% on Nine and up 86% on Ten in total viewers.
 - Seven is up 66% on Nine and up 41% on Ten in 16-39s. Seven is up 49% on Nine and up 57% on Ten in 18-49s. Seven is up 67% on Nine and up 58% 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 37% on Nine (Nine + Go + Gem) and up 93% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 65% on Nine and up 60% on Ten in 16-39s. Seven is up 62% on Nine and up 68% on Ten in 18-49s. Seven is up 55% on Nine and up 65% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 17% on Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
AFL on Seven	#9	Pirates of the Caribbean	#5
		AFL on Seven	#6
		Weekend Sunrise	#9
16-39s		18-49s	
Seven News	#1	Seven News	#1
Pirates of the Caribbean	#5	Pirates of the Caribbean	#5
AFL on Seven	#7	AFL on Seven	#7
Weekend Sunrise	#10	AFL on Seven – Pre-Match	#9
- **AFL on Seven: Saturday Night Football dominates** in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 30 share in total viewers, 28 share in 16-39s, 31 share in 18-49s and 29 share in 25-54s.

Live and As-Live Data

Week 32 Primetime Shares

ABC1:	12.4%
Seven:	20.6%
Nine:	20.3%
Ten:	12.3%
SBS1:	4.3%

ABC2:	2.8%
ABC3:	0.7%
ABC News 24:	1.1%
7TWO:	4.7%
7mate:	4.5%
GO!:	4.8%
Gem:	3.7%
One:	3.7%
Eleven:	3.0%
SBS2:	0.9%
NITV:	0.1%

Week 32 Combined Multiple Channels Primetime Shares

ABC1:	17.0%
Seven:	29.9%
Nine:	28.8%
Ten:	19.0%
SBS:	5.4%

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