

25 August 2014

## **Seven Network Ratings Report**

**Week 34: 17 August – 23 August 2014**

### **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 primetime on digital channels.**

- 7TWO is the most-watched digital channel for total viewers.

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

- Sunrise is up 25% on Today in total viewers.

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

- The Morning Show is up 28% on Mornings in total viewers.

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

- The X Factor peaks at 1.373 million and is one of Sunday's top four most-watched programmes for 16-39s and 18-49s and one of the top three for 25-54s.
- Sunday Night peaks at 1.364 million, wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.298 million and is one of Monday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Bringing Sexy Back is up 12% Tuesday-on-Tuesday, peaks at 1.027 million and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Winners and Losers wins in total viewers, 16-39s, 18-49s and 25-54s and is one of Tuesday's top two most-watched programmes for 18-49s and 25-54s.
- Border Security peaks at 1.102 million and ranks in Wednesday's top ten most-watched programmes for total viewers and 25-54s. The Force peaks at 1.156 million and ranks in Wednesday's top four programmes for 16-39s, 18-49s and 25-54s.
- Criminal Minds peaks at 1.037 million, wins its timeslot 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. 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 34, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.7%	21.2%	11.1%	12.6%	4.2%
16-39s	19.7%	23.5%	14.5%	4.9%	3.0%
18-49s	20.2%	23.4%	14.1%	6.1%	3.3%
25-54s	20.9%	23.5%	13.5%	7.0%	3.5%

### Primetime audience demographics for digital channels

#### 6:00pm-midnight Week 34, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.0%	2.7%	3.1%	3.5%
7mate	4.3%	6.4%	6.0%	5.5%
GO!	4.9%	7.2%	6.4%	5.7%
Gem	3.7%	3.1%	3.0%	3.1%
One:	3.1%	3.2%	3.6%	3.6%
Eleven	3.1%	5.2%	4.6%	4.1%
ABC2	3.1%	3.7%	3.4%	3.2%
ABC3	0.9%	0.7%	0.6%	0.6%
ABC News 24	1.1%	0.7%	0.9%	0.9%
SBS2	0.8%	1.4%	1.2%	1.1%
NITV	0.2%	0.1%	0.2%	0.2%

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

#### 6:00pm-midnight Week 34, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	30.0%	29.8%	17.4%	17.6%	5.2%
16-39s	28.8%	33.8%	22.8%	9.9%	4.5%
18-49s	29.3%	32.8%	22.3%	10.9%	4.7%
25-54s	29.9%	32.3%	21.2%	11.7%	4.8%

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 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.
  - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 25% on Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	The X Factor	#3
The X Factor	#4	Sunday Night	#5
Sunday Night	#6	Seven News	#6
Castle	#10	Castle	#10
16-39s		18-49s	
The X Factor	#4	The X Factor	#4
Sunday Night	#5	Sunday Night	#5
Seven News	#6	Seven News	#6

- **Seven News** (1.260 million).
- **The X Factor** (1.133 million) peaks at 1.373 million and is one of Sunday's top four most-watched programmes for 16-39s and 18-49s and one of the top three for 25-54s.
- **Sunday Night** (0.969 million) peaks at 1.364 million, wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

## Monday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise is up 27% on Today.
- Seven wins in morning television. The Morning Show is up 30% on Mornings.
- 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 for 16-39s, 18-49s and 25-54s in primetime.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	The X Factor	#3
Seven News – Today Tonight	#4	Home and Away	#6
The X Factor	#6	Seven News – Today Tonight	#8
Home and Away	#9	Seven News	#9
<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#3	The X Factor	#3
Home and Away	#5	Home and Away	#5
The Amazing Race	#7	The Amazing Race	#7

- **Seven News** (1.192 million). Seven News wins network.
- **Seven News – Today Tonight** (1.102 million). Seven News – Today Tonight wins network.
- **The X Factor** (1.075 million) peaks at 1.298 million and is one of Monday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.

## Tuesday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers in primetime.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	Winners and Losers	#2
Seven News – Today Tonight	#6	Home and Away	#4
Home and Away	#7	Bringing Sexy Back	#7
Winners and Losers	#8	Seven News – Today Tonight	#9
		Seven News	#10

<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#2	Winners and Losers	#2
Winners and Losers	#4	Home and Away	#3
Bringing Sexy Back	#5	Bringing Sexy Back	#4
		Seven News – Today Tonight	#10

- **Home and Away** (0.922 million) wins in 16-39s and 18-49s.
- **Bringing Sexy Back** (0.734 million) is up 12% Tuesday-on-Tuesday, peaks at 1.027 million and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Winners and Losers** (0.782 million) wins in total viewers, 16-39s, 18-49s and 25-54s and is one of Tuesday's top two most-watched programmes for 18-49s and 25-54s.

### Wednesday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 6% on Nine and up 72% 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 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 12% on Nine + Go + Gem and up 54% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 32% on Today.
- Seven wins in morning television. The Morning Show is up 36% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	The Force	#2
The Force	#6	Criminal Minds	#4
Seven News – Today Tonight	#7	Home and Away	#8
Home and Away	#8	Border Security	#9
Border Security	#9		
Criminal Minds	#10		
<b>16-39s</b>		<b>18-49s</b>	
The Force	#3	Criminal Minds	#3
Criminal Minds	#4	The Force	#4
Home and Away	#8	Home and Away	#8
Criminal Minds	#10		

- **Border Security** (0.905 million) peaks at 1.102 million and ranks in Wednesday's top ten most-watched programmes for total viewers and 25-54s.
- **The Force** (1.010 million) peaks at 1.156 million and ranks in Wednesday's top four programmes for 16-39s, 18-49s and 25-54s.
- **Criminal Minds** (0.879 million) peaks at 1.037 million, wins its timeslot and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

## Thursday

- Seven wins in breakfast television. Sunrise is up 16% on Today.
- Seven wins in morning television. The Morning Show is up 36% on Mornings.
- 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.

## 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 101% on Ten in total viewers.
  - Seven is up 5% on Nine and up 50% on Ten in 16-39s. Seven is up 4% on Nine and up 46% on Ten in 18-49s. Seven is up 6% on Nine and up 53% 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.
  - Seven + 7TWO + 7mate is up 9% on Nine + Go + Gem and up 86% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 33% on Today.
- Seven wins in morning television. The Morning Show is up 31% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News – Today Tonight	#1
Seven News – Today Tonight	#4	Seven News	#2
Better Homes and Gardens	#5	Better Homes and Gardens	#6
<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#2	Seven News – Today Tonight	#4
Seven News – Today Tonight	#5	Better Homes and Gardens	#6
AFL on Seven	#10	Seven News	#9

- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.

## 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 44% on Nine and up 99% on Ten in total viewers.
  - Seven is up 14% on Nine and up 93% on Ten in 16-39s. Seven is up 25% on Nine and up 76% on Ten in 18-49s. Seven is up 42% on Nine and up 90% 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, 18-49s and 25-54s.
- Seven (Seven + 7TWO + 7mate) is up 16% on Nine (Nine + Go + Gem) and up 71% on Ten (Ten + One + Eleven) in total viewers.
- Seven is up 57% on Ten in 16-39s. Seven is up 10% on Nine and up 46% on Ten in 18-49s. Seven is up 26% on Nine and up 57% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 22% 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	#10	AFL on Seven	#5
		AFL on Seven: Pre-Match	#6
		Chronicles of Narnia	#9
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#2	Seven News	#1
AFL on Seven	#5	AFL on Seven	#6
AFL on Seven: Pre-Match	#6	AFL on Seven: Pre-Match	#8
Chronicles of Narnia	#10	Chronicles of Narnia	#9

- **Seven News** (1.005 million). Seven News wins network – up 228,000 viewers on Nine News, a 31% audience advantage.
- **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 34 Primetime Shares

ABC1:	12.6%
Seven:	20.7%
Nine:	21.2%
Ten:	11.1%
SBS1:	4.2%

ABC2:	3.1%
ABC3:	0.9%
ABC News 24:	1.1%
7TWO:	5.0%
7mate:	4.3%
GO!:	4.9%
Gem:	3.7%
One:	3.1%
Eleven:	3.1%
SBS2:	0.8%
NITV:	0.2%

##### Week 34 Combined Multiple Channels Primetime Shares

ABC1:	17.6%
Seven:	30.0%
Nine:	29.8%
Ten:	17.4%
SBS:	5.2%

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