

8 September 2014

Seven Network Ratings Report

Week 36: 31 August – 6 September 2014

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.

Seven wins in breakfast television.

- Sunrise is up 42% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 39% on Mornings in total viewers.

Seven scores in the most-watched programmes.

- The X Factor peaks at 1.422 million and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.322 million and is one of Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.404 million and is one of Monday's top four most-watched programmes for 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 16-39s, 18-49s and 25-54s.
- AFL on Seven: Friday Night Football: The Finals Series wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.
- AFL on Seven: Saturday Afternoon Football: The Finals Series wins in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets.
- AFL on Seven: Saturday Night Football: The Finals Series wins in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets.



Primetime audience demographics for primary channels

6:00pm-midnight Week 36, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.7%	22.8%	11.3%	12.4%	3.8%
16-39s	19.7%	25.4%	14.3%	4.5%	2.7%
18-49s	20.4%	25.4%	13.9%	5.5%	3.1%
25-54s	20.9%	25.9%	13.3%	6.4%	3.3%

Primetime audience demographics for digital channels

6:00pm-midnight Week 36, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.7%	2.6%	3.1%	3.4%
7mate	4.4%	6.7%	6.2%	5.7%
GO!	5.4%	7.8%	6.8%	6.2%
Gem	3.6%	2.9%	2.9%	2.9%
One:	2.6%	2.9%	3.0%	3.1%
Eleven	3.0%	4.6%	4.2%	3.8%
ABC2	2.7%	3.3%	2.8%	2.6%
ABC3	0.7%	0.6%	0.5%	0.5%
ABC News 24	1.1%	0.6%	0.9%	0.9%
SBS2	0.8%	1.3%	1.2%	1.0%
NITV	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 36, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.8%	31.8%	16.9%	16.7%	4.7%
16-39s	29.0%	36.1%	21.8%	9.0%	4.1%
18-49s	29.8%	35.0%	21.1%	9.7%	4.4%
25-54s	30.0%	35.0%	20.2%	10.4%	4.4%

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 breakfast television. Weekend Sunrise is up 43% on Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Sunday Night	#3
The X Factor	#5	The X Factor	#5
Sunday Night	#6	Seven News	#6
		Castle	#9

16-39s		18-49s	
Sunday Night	#3	Sunday Night	#3
The X Factor	#5	The X Factor	#5
Seven News	#7	Seven News	#6
		Castle	#9

- **The X Factor** (1.117 million) peaks at 1.422 million and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night** (1.075 million) peaks at 1.322 million and is one of Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 26 share in 16-39s, 26 share in 18-49s and 27 share in 25-54s.

Monday

- Seven wins in breakfast television. Sunrise is up 32% on Today.
- Seven wins in morning television. The Morning Show is up 16% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#3	The X Factor	#4
Seven News	#5	Home and Away	#8
Seven News – Today Tonight	#7	Seven News – Today Tonight	#9
Home and Away	#9	The Amazing Race	#10
16-39s		18-49s	
The X Factor	#4	The X Factor	#4
The Amazing Race	#6	The Amazing Race	#8
Home and Away	#7	Home and Away	#10

- **The X Factor** (1.163 million) peaks at 1.404 million and is one of Monday's top four most-watched programmes for 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in breakfast television. Sunrise is up 34% on Today.
- Seven wins in morning television. The Morning Show is up 25% on Mornings.
- Seven wins in primetime on digital channels. 7mate is the most-watched digital channel for 18-49s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Winners and Losers	#3
Seven News – Today Tonight	#5	Home and Away	#5
Home and Away	#7	Bringing Sexy Back	#9
Winners and Losers	#9		
16-39s		18-49s	
Winners and Losers	#2	Winners and Losers	#2
Home and Away	#3	Home and Away	#3
Bringing Sexy Back	#10	Bringing Sexy Back	#10

- **Home and Away** (0.897 million) wins in 16-39s, 18-49s and 25-54s.
- **Bringing Sexy Back** (0.681 million) ranks in Tuesday's top ten for 16-39s, 18-49s and 25-54s.
- **Winners and Losers** (0.770 million) wins in total viewers, 16-39s, 18-49s and 25-54s and is one of Tuesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in breakfast television. Sunrise is up 37% on Today.
- Seven wins in morning television. The Morning Show is up 45% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	The Force	#4
Seven News – Today Tonight	#5	Home and Away	#8
The Force	#7	Border Security	#9
Border Security	#8	Criminal Minds	#10
Home and Away	#9		

16-39s		18-49s	
Home and Away	#4	The Force	#3
The Force	#6	Home and Away	#5
Border Security	#8	Border Security	#7
Criminal Minds	#9	Criminal Minds	#10

Thursday

- Seven wins in breakfast television. Sunrise is up 59% on Today.
- Seven wins in morning television. The Morning Show is up 92% 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 18% on Nine and up 96% on Ten in total viewers.
 - Seven is up 14% on Nine and up 45% on Ten in 16-39s. Seven is up 7% on Nine and up 50% on Ten in 18-49s. Seven is up 9% on Nine and up 55% 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 17% on Nine (Nine + Go + Gem) and up 94% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 38% on Ten in 16-39s. Seven ties with Nine and is up 47% on Ten in 18-49s. Seven is up 4% on Nine and up 53% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 52% on Today.
- Seven wins in morning television. The Morning Show is up 26% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	AFL on Seven	#5
Seven News – Today Tonight	#4	Better Homes and Gardens	#6
Better Homes and Gardens	#6	Seven News – Today Tonight	#7
AFL on Seven	#7	Seven News	#8

16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#3
Better Homes and Gardens	#5	Better Homes and Gardens	#7
Seven News – Today Tonight	#10	Seven News – Today Tonight	#9

- **AFL on Seven: Friday Night Football: The Finals Series** wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets - 43 share in total viewers, 48 share in 16-39s, 44 share in 18-49s and 44 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 52% on Nine and up 292% on Ten in total viewers.
 - Seven is up 83% on Nine and up 264% on Ten in 16-39s. Seven is up 65% on Nine and up 251% on Ten in 18-49s. Seven is up 47% on Nine and up 255% on Ten in 25-54s.
- Seven wins in primetime on digital channels. 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, 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 19% on Nine (Nine + Go + Gem) and up 163% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 47% on Nine and up 149% on Ten in 16-39s. Seven is up 40% on Nine and up 135% on Ten in 18-49s. Seven is up 35% on Nine and up 143% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 9% 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: Afternoon	#4	AFL on Seven: Afternoon	#3
AFL on Seven: Primetime	#7	AFL on Seven: Primetime	#4
		AFL on Seven: Pre-Match	#6
		AFL on Seven: Pre-Game	#7
		AFL on Seven: Post-Match	#9
		Enchanted	#10
16-39s		18-49s	
Seven News	#1	Seven News	#1
AFL on Seven: Primetime	#2	AFL on Seven: Primetime	#3
AFL on Seven: Afternoon	#3	AFL on Seven: Afternoon	#4
AFL on Seven: Pre-Match	#5	AFL on Seven: Pre-Match	#6
AFL on Seven: Pre-Game	#7	AFL on Seven: Pre-Game	#7
AFL on Seven: Post-Match	#8	AFL on Seven: Post-Match	#8
Enchanted	#9	Enchanted	#9

- **AFL on Seven: Saturday Afternoon Football: The Finals Series** wins in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets.
- **Seven News** (1.109 million). Seven News wins network – up 213,000 viewers on Nine News, a 24% audience advantage.
- **AFL on Seven: Saturday Night Football: The Finals Series** wins in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets – 39 share in total viewers, 48 share in 16-39s, 44 share in 18-49s and 47 share in 25-54s.

Live and As-Live Data**Week 36 Primetime Shares**

ABC1:	12.4%
Seven:	20.7%
Nine:	22.8%
Ten:	11.3%
SBS1:	3.8%

ABC2:	2.7%
ABC3:	0.7%
ABC News 24:	1.1%
7TWO:	4.7%
7mate:	4.4%
GO!:	5.4%
Gem:	3.6%
One:	2.6%
Eleven:	3.0%
SBS2:	0.8%
NITV:	0.1%

Week 36 Combined Multiple Channels Primetime Shares

ABC1:	16.7%
Seven:	29.8%
Nine:	31.8%
Ten:	16.9%
SBS:	4.7%

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