

15 September 2014

## **Seven Network Ratings Report**

**Week 37: 7 September – 13 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 17% 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.**

- AFL on Seven: Sunday Afternoon Football: The Finals Series wins in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets.
- The X Factor peaks at 1.480 million and ranks in Sunday's top four most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.497 million, wins in total viewers, 16-39s, 18-49s and 25-54s and is one of Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Castle wins its timeslot and ranks in Sunday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.437 million and is one of Monday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- The Amazing Race ranks in Monday's top ten 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 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 37, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.9%	24.1%	10.1%	12.2%	3.9%
16-39s	19.8%	28.5%	13.6%	4.1%	2.8%
18-49s	20.2%	27.7%	13.0%	5.4%	3.2%
25-54s	20.9%	27.1%	12.5%	6.4%	3.4%

## Primetime audience demographics for digital channels

### 6:00pm-midnight Week 37, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.8%	1.9%	2.3%	2.8%
7mate	4.4%	6.4%	6.1%	5.8%
GO!	4.8%	7.0%	6.2%	5.7%
Gem	3.3%	2.5%	2.7%	2.7%
One:	2.6%	2.6%	3.0%	3.0%
Eleven	3.0%	4.7%	4.4%	3.9%
ABC2	2.7%	3.3%	2.8%	2.7%
ABC3	0.7%	0.5%	0.5%	0.4%
ABC News 24	1.1%	0.8%	1.1%	1.1%
SBS2	1.0%	1.5%	1.4%	1.3%
NITV	0.2%	0.1%	0.1%	0.2%

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

### 6:00pm-midnight Week 37, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	30.2%	32.2%	15.7%	16.8%	5.1%
16-39s	28.1%	38.1%	20.9%	8.7%	4.4%
18-49s	28.6%	36.5%	20.3%	9.7%	4.8%
25-54s	29.5%	35.6%	19.4%	10.6%	4.9%

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 news.
- Seven wins in breakfast television. Weekend Sunrise is up 37% on Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Sunday Night	#3
The X Factor	#4	The X Factor	#4
Sunday Night	#5	Seven News	#5
AFL on Seven	#10	Castle	#8
		AFL on Seven	#9
16-39s		18-49s	
Sunday Night	#2	Sunday Night	#3
The X Factor	#3	The X Factor	#4
Seven News	#5	Seven News	#6
AFL on Seven	#7	Castle	#7
		AFL on Seven	#8

- **AFL on Seven: Sunday Afternoon Football: The Finals Series** wins in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets.
- **Seven News** (1.351 million). Seven News wins network – up 29,000 viewers on Nine News, a 2% audience advantage.

- **The X Factor** (1.180 million) peaks at 1.480 million and ranks in Sunday's top four most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night** (1.121 million) peaks at 1.497 million, wins in total viewers, 16-39s, 18-49s and 25-54s and is one of Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 25 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.

## Monday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise is up 11% on Today.
- Seven wins in morning television. The Morning Show is up 9% on Mornings.
- 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>	
Seven News	#3	The X Factor	#3
The X Factor	#6	Home and Away	#5
Seven News – Today Tonight	#7	Seven News – Today Tonight	#8
Home and Away	#9	Seven News	#9
		The Amazing Race	#10
<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	#8	The Amazing Race	#8

- **Seven News** (1.210 million). Seven News wins network.
- **Seven News – Today Tonight** (1.137 million).
- **Home and Away** (0.991 million) ranks in Monday's top five most-watched programmes for 16-39s, 18-49s and 25-54s.
- **The X Factor** (1.176 million) peaks at 1.437 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 is up 11% on Today.
- Seven wins in morning television. The Morning Show is up 13% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Winners and Losers	#4
Seven News – Today Tonight	#6	Home and Away	#6
Home and Away	#9	Seven News – Today Tonight	#8
		Seven News	#9
<b>16-39s</b>		<b>18-49s</b>	
Winners and Losers	#4	Winners and Losers	#3
Home and Away	#5	Home and Away	#5
Seven News – Today Tonight	#10	Bringing Sexy Back	#10

## Wednesday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise is up 21% on Today.
- Seven wins in morning television. The Morning Show is up 28% on Mornings.
- 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>	
Seven News	#2	Criminal Minds	#7
Seven News – Today Tonight	#5	Home and Away	#8
Border Security	#7	The Force	#10
The Force	#8		
Home and Away	#9		
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#6	Home and Away	#6
		Criminal Minds	#8

## Thursday

- Seven wins in breakfast television. Sunrise is up 17% on Today.
- Seven wins in morning television. The Morning Show is up 59% 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 13% on Nine and up 193% on Ten in total viewers.
  - Seven is up 6% on Nine and up 134% on Ten in 16-39s. Seven is up 6% on Nine and up 129% on Ten in 18-49s. Seven is up 11% on Nine and up 129% on Ten in 25-54s.
- Seven wins in primetime on digital channels. 7mate is the most-watched digital channel for total viewers 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 15% on Nine (Nine + Go + Gem) and up 160% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 105% on Ten in 16-39s. Seven is up 95% on Ten in 18-49s. Seven is up 7% on Nine and up 107% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 25% on Today.
- 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	#3	AFL on Seven	#2
Seven News – Today Tonight	#4	Seven News	#5
AFL on Seven	#7	Better Homes and Gardens	#7
		Seven News – Today Tonight	#8
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven	#1	AFL on Seven	#2
AFL on Seven: Post-Match	#5	AFL on Seven: Post-Match	#8
Better Homes and Gardens	#9	Better Homes and Gardens	#10

- 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 – 45 share in total viewers, 48 share in 16-39s, 48 share in 18-49s and 48 share in 25-54s.

## Saturday

- Seven wins in news.
- Seven wins in breakfast television. Weekend Sunrise is up 17% on Weekend Today in total viewers across 7:00-10:00am.
- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers, 16-39s and 18-49s.
  - Seven is up 9% on Nine and up 325% on Ten in total viewers.
  - Seven is up 10% on Nine and up 240% on Ten in 16-39s. Seven is up 10% on Nine and up 240% on Ten in 18-49s. Seven is 252% on Ten in 25-54s.
- Seven wins in primetime on digital channels. 7mate is the most-watched digital channel for total viewers 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 4% on Nine (Nine + Go + Gem) and up 212% on Ten (Ten + One + Eleven) in total viewers.
  - Seven ties with Nine and is up 152% on Ten in 16-39s. Seven leads Nine and is up 146% on Ten in 18-49s. Seven leads Nine and is up 159% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#3
AFL on Seven	#4	AFL on Seven	#5
AFL on Seven: Pre-Match	#9	AFL on Seven: Post-Match	#7
AFL on Seven: Post-Game	#10	AFL on Seven: Pre-Match	#8
		V8s on Seven	#0
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven	#3	AFL on Seven	#4
AFL on Seven: Post-Match	#5	Seven News	#5
Seven News	#6	AFL on Seven: Post-Match	#6
AFL on Seven: Pre-Match	#7	AFL on Seven: Pre-Match	#8
AFL on Seven: Pre-Game	#9	AFL on Seven: Pre-Game	#9
Alice in Wonderland	#10	V8s on Seven	#10

- **Seven News** (1.012 million). Seven News wins network – up 282,000 viewers on Nine News, a 39% 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 – 46 share in total viewers, 50 share in 16-39s, 47 share in 18-49s and 46 share in 25-54s.

### Live and As-Live Data

#### Week 37 Primetime Shares

ABC1:	12.2%
Seven:	20.9%
Nine:	24.1%
Ten:	10.1%
SBS1:	3.9%

ABC2:	2.7%
ABC3:	0.7%
ABC News 24:	1.1%
7TWO:	4.8%
7mate:	4.4%
GO!:	4.8%
Gem:	3.3%
One:	2.6%
Eleven:	3.0%
SBS2:	1.0%
NITV:	0.2%

#### Week 37 Combined Multiple Channels Primetime Shares

ABC1:	16.8%
Seven:	30.2%
Nine:	32.2%
Ten:	15.7%
SBS:	5.1%

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