

18 February 2013

Seven Network Ratings Report

Week 7: 10 February – 16 February 2013



Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s across 6:00pm-midnight.
- Seven is up 26% on Nine and up 132% on Ten in total viewers.
- Seven is up 33% on Nine and up 95% on Ten in 16-39s. Seven is up 26% on Nine and up 95% on Ten in 18-49s. Seven is up 19% on Nine and up 96% on Ten in 25-54s.

Seven wins in primetime on digital channels.

- 7TWO is the number 1 digital channel for total viewers.
- 7mate is the number 1 digital channel for 16-39s and in its men 16-54 target audience demographic.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.
- Seven (Seven + 7TWO + 7mate) is up 20% on Nine (Nine + Go + Gem) and up 101% on Ten (Ten + One + Eleven) in total viewers.
- Seven is up 19% on Nine and up 73% on Ten in 16-39s. Seven is up 14% on Nine and up 68% on Ten in 18-49s. Seven is up 10% on Nine and up 67% on Ten in 25-54s.

Seven dominates the most-watched programmes.

- Sunday Night peaks at 1.608 million wins in total viewers and 25-54s.
- Border Security peaks at 1.594 million and wins. The Force peaks at 1.718 million and wins. Downton Abbey peaks at 1.600 million and wins.
- My Kitchen Rules peaks at 2.283 million and dominates Monday. Revenge peaks at 1.806 million and wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.480 million and dominates Tuesday. Packed to the Rafters peaks at 1.664 million and wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.505 million and dominates Wednesday. The Proposal wins in 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.332 million and dominates Thursday. Bones wins in total viewers, 16-39s, 18-49s and 25-54s.

Seven wins in public affairs.

- Today Tonight leads A Current Affair.

Seven wins in breakfast television.

- Sunrise leads Today.

Seven wins in morning television.

- The Morning Show leads Mornings.

Live and As-Live Data

Week 7 Primetime Shares

ABC1:	13.3%
Seven:	26.0%
Nine:	20.6%
Ten:	11.2%
SBS1:	4.1%

ABC2:	2.6%
ABC3:	0.8%
ABC News 24:	1.0%
7TWO:	4.0%
7mate:	3.2%
GO!:	3.8%
Gem:	3.1%
One:	2.2%
Eleven:	3.0%
SBS2:	0.9%
NITV:	0.1%

Week 7 Combined Multiple Channels Primetime Shares

ABC:	17.6%
Seven:	33.2%
Nine:	27.6%
Ten:	16.5%
SBS:	5.1%

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

Primetime audience demographics for primary channels

6:00pm-midnight Week 7, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	26.0%	20.6%	11.2%	13.3%	4.1%
16-39s	28.6%	21.5%	14.6%	5.5%	2.7%
18-49s	27.6%	21.9%	14.1%	7.2%	3.1%
25-54s	26.6%	22.3%	13.6%	8.3%	3.5%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 7, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	33.2%	27.6%	16.5%	17.6%	5.1%
16-39s	36.1%	30.3%	20.8%	9.4%	3.4%
18-49s	34.4%	30.1%	20.4%	11.2%	4.0%
25-54s	33.2%	30.2%	19.9%	12.3%	4.4%

Primetime Programming Analysis

Sunday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 16% on Nine and up 76% on Ten in total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO and 7mate are the top two most-watched digital channels 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 is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - 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 18% on Nine (Nine + Go + Gem) and up 78% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 1% on Nine and up 13% on Ten in 16-39s. Seven is up 3% on Nine and up 21% on Ten in 18-49s. Seven is up 3% on Nine and up 27% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 24% on Weekend Today in total viewers (and up 21% on Weekend Today in all viewers under 55) across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Border Security	#2	Border Security	#4
Sunday Night	#3	The Force	#5
The Force	#4	Sunday Night	#6
Downton Abbey	#5	Downton Abbey	#9
Seven News	#6	Seven News	#10
16-39s		18-49s	
Border Security	#6	Border Security	#5
The Force	#7	The Force	#6
Downton Abbey	#8	Downton Abbey	#7
Sunday Night	#9	Sunday Night	#9
		Seven News	#10

- **Seven News** (1.306 million).
- **Sunday Night** (1.348 million) peaks at 1.608 million and wins in total viewers and 25-54s – 29 share in total viewers and 26 share in 25-54s.
- **Border Security** (1.395 million) peaks at 1.594 million, is up 36% on Masterchef and wins in total viewers and 25-54s – 26 share in total viewers and 25 share in 25-54s.
- **The Force** (1.337 million) peaks at 1.718 million, is up 30% on Masterchef and wins in total viewers – 25 share in total viewers.
- **Downton Abbey** (1.331 million) peaks at 1.600 million, is up 41% on Elementary, wins in total viewers and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 9% on Nine and up 176% on Ten in total viewers.
 - Seven is up 21% on Nine and up 134% on Ten in 16-39s. Seven is up 13% on Nine and up 131% on Ten in 18-49s. Seven is up 4% on Nine and up 140% 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 and 18-49s.
 - Seven (Seven + 7TWO + 7mate) is up 8% on Nine (Nine + Go + Gem) and up 126% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 6% on Nine and up 96% on Ten in 16-39s. Seven is up 2% on Nine and up 92% on Ten in 18-49s. Seven is up 95% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 42% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Revenge	#2	Revenge	#3
Seven News	#5	Home and Away	#8
Today Tonight	#9	How I Met Your Mother	#9
Home and Away	#10	Seven News	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Revenge	#3	Revenge	#3
Home and Away	#6	Home and Away	#6
How I Met Your Mother	#7	How I met Your Mother	#7
		Seven News	#10

- **Seven News** (1.194 million).
- **Today Tonight** (1.030 million).
- **My Kitchen Rules** (1.800 million) peaks at 2.283 million and is Monday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 40 share in 16-39s, 38 share in 18-49s and 36 share in 25-54s.
- **Revenge** (1.306 million) peaks at 1.806 million, ranks only behind My Kitchen Rules as Monday's most-watched programme, and wins in total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 29 share in 16-39s, 30 share in 18-49s and 29 share in 25-54s.
- **How I Met Your Mother** (0.581 million) wins in 16-39s, 18-49s and 25-54s and ranks in Monday's top ten most-watched programmes in all key audience demographics.

Tuesday

- 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 69% on Nine and up 144% on Ten in total viewers.
 - Seven is up 61% on Nine and up 174% on Ten in 16-39s. Seven is up 62% on Nine and up 155% on Ten in 18-49s. Seven is up 53% on Nine and up 132% on Ten in 25-54s.
- 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 18-49s.
- 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 54% on Nine (Nine + Go + Gem) and up 118% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 47% on Nine and up 144% on Ten in 16-39s. Seven is up 50% on Nine and up 124% on Ten in 18-49s. Seven is up 43% on Nine and up 106% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.

- Seven wins in morning television. The Morning Show leads Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Packed to the Rafters	#2	Packed to the Rafters	#2
Seven News	#3	Seven News	#7
Today Tonight	#5	Home and Away	#8
Home and Away	#7		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Packed to the Rafters	#2	Packed to the Rafters	#2
Home and Away	#6	Home and Away	#6
Seven News	#9	Seven News	#9

- **Seven News** (1.211 million). Seven News wins network – up 96,000 viewers on Nine News, a 9% audience advantage.
- **Today Tonight** (1.085 million). Today Tonight wins network – up 163,000 viewers on A Current Affair, an 18% audience advantage.
- **Home and Away** (0.963 million) wins.

- **My Kitchen Rules** (1.916 million) peaks at 2.48 million and is Tuesday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 38 share in total viewers, 45 share in 16-39s, 45 share in 18-49s and 42 share in 25-54s.
- **Packed to the Rafters** (1.325 million) peaks at 1.664 million, dominates in total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 38 share in 16-39s, 37 share in 18-49s and 36 share in 25-54s.

Wednesday

- Seven wins in 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 28% on Nine and up 214% on Ten in total viewers.
 - Seven is up 63% on Nine and up 178% on Ten in 16-39s. Seven is up 45% on Nine and up 174% on Ten in 18-49s. Seven is up 27% on Nine and up 164% on Ten in 25-54s.
- 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, 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 27% on Nine (Nine + Go + Gem) and up 152% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 50% on Nine and up 117% on Ten in 16-39s. Seven is up 37% on Nine and up 82% on Ten in 18-49s. Seven is up 22% on Nine and up 107% on Ten in 25-54s.
- Seven wins in morning television. The Morning Show is up 44% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	The Proposal	#2
Home and Away	#5	Home and Away	#6
Today Tonight	#7	Seven News	#7
The Proposal	#8	Today Tonight	#9
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
The Proposal	#2	The Proposal	#2
Home and Away	#3	Home and Away	#5
Seven News	#8	Seven News	#7
Today Tonight	#10	Today Tonight	#10

- **Seven News** (1.047 million).
- **Today Tonight** (0.908 million). Today Tonight wins network – up 84,000 viewers on A Current Affair, a 10% audience advantage.
- **Home and Away** (0.950 million) wins.

- **My Kitchen Rules** (2.101 million) peaks at 2.505 million and is Wednesday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 43 share in total viewers, 54 share in 16-39s, 51 share in 18-49s and 48 share in 25-54s.
- **Wednesday Night At The Movies: The Proposal** (0.884 million) dominates in 16-39s, 18-49s and 25-54s and ranks only behind My Kitchen Rules as Wednesday's most-watched programme for 16-39s, 18-49s and 25-54s – 25 share in total viewers, 32 share in 16-39s, 31 share in 18-49s and 28 share in 25-54s.

Thursday

- Seven wins in 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 44% on Nine and up 183% on Ten in total viewers.
 - Seven is up 63% on Nine and up 124% on Ten in 16-39s. Seven is up 52% on Nine and up 128% on Ten in 18-49s. Seven is up 49% on Nine and up 141% 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 35% on Nine (Nine + Go + Gem) and up 107% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 23% on Nine and up 66% on Ten in 16-39s. Seven is up 22% on Nine and up 66% on Ten in 18-49s. Seven is up 24% on Nine and up 69% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 22% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Home and Away	#4
Today Tonight	#4	Bones	#5
Home and Away	#5	Today Tonight	#8
Bones	#9		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Home and Away	#3
Bones	#4	Bones	#5
Seven News	#8	Seven News	#7
Today Tonight	#10	Today Tonight	#8

- **Seven News** (0.988 million).
- **Today Tonight** (0.886 million). Today Tonight wins network.
- **Home and Away** (0.880 million) wins.

- **My Kitchen Rules** (1.886 million) peaks at 2.332 million and is Thursday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 40 share in total viewers, 47 share in 16-39s, 46 share in 18-49s and 44 share in 25-54s.
- **Bones** (0.638 million – not broadcast in Melbourne) wins in total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 28 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.

Friday

- Seven wins in 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 11% on Nine and up 106% on Ten in total viewers.
 - Seven leads Nine and is up 55% on Ten in 16-39s. Seven ties with Nine and is up 65% on Ten in 18-49s. Seven leads Nine and is up 69% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 17% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Better Homes and Gardens	#3
Today Tonight	#4	Seven News	#4
Better Homes and Gardens	#5	Home and Away	#6
Home and Away	#8	Today Tonight	#7
16-39s		18-49s	
Home and Away	#2	Better Homes and Gardens	#3
Better Homes and Gardens	#3	Home and Away	#4
Today Tonight	#5	Seven News	#5
Seven News	#6	Today Tonight	#6

- **Seven News** (0.988 million).
- **Today Tonight** (0.850 million). Today Tonight wins network – up 88,000 viewers on A Current Affair, an 11% audience advantage.
- **Home and Away** (0.724 million).
- **Better Homes and Gardens** (0.812 million) win in total viewers and is one of Friday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.

Saturday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 11% on Nine and up 60% on Ten in total viewers.
 - Seven is up 55% on Nine and up 103% on Ten in 16-39s. Seven is up 25% on Nine and up 78% on Ten in 18-49s. Seven is up 14% on Nine and up 63% on Ten in 25-54s.

- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- 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 and 18-49s.
 - Seven (Seven + 7TWO + 7mate) is up 5% on Nine (Nine + Go + Gem) and up 53% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 26% on Nine and up 63% on Ten in 16-39s. Seven is up 6% on Nine and up 44% on Ten in 25-54s. Seven is up 35% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 17% on Weekend Today in total viewers (and up 18% on Weekend Today in all viewers under 55) across 7:00-10:00am.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	The Lion King	#3
The Lion King	#6	How To Train Your Dragon	#4
How To Train Your Dragon	#9	Seven News	#5
16-39s		18-49s	
The Lion King	#1	The Lion King	#2
How To Train Your Dragon	#2	How To Train Your Dragon	#3
Seven News	#8	Seven News	#6

- **Seven News** (0.903 million).
- **Saturday Night At The Movies: The Lion King** (0.695 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **Saturday Night At The Movies: How To Train Your Dragon** (0.583 million) wins in 16-39s, 18-49s and 25-54s.