

24 February 2014

Seven Network Ratings Report

Week 8: 16 February – 22 February 2014

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins primetime on Sunday, Monday, Tuesday, Wednesday, Friday and Saturday on primary channels.



Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers, 16-39s and 25-54s on the combined audiences of all multiple channels.
- Seven + 7TWO + 7mate wins primetime on Sunday, Monday, Tuesday, Wednesday, Friday and Saturday on the combined audiences of all channels.

Seven wins in breakfast television.

- Sunrise is up 13% on Today and up 707% on Wake Up in total viewers.

Seven wins in morning television.

- The Morning Show is up 61% on Mornings and up 275% on Studio 10 in total viewers.

Seven dominates the most-watched programmes:

- My Kitchen Rules – Monday: 2.824 million
- My Kitchen Rules – Tuesday: 2.781 million
- My Kitchen Rules – Wednesday: 2.711 million
- My Kitchen Rules – Sunday: 2.693 million
- INX: Never Tear Us Apart: 2.575 million
- Sunday Night: 2.504 million
- Seven News – Sunday: 2.018 million
- Seven News – Monday-Friday: 1.601 million
- Winners and Losers: 1.570 million
- The Blacklist: 1.510 million
- Home and Away: 1.450 million
- Better Homes and Gardens: 1.288 million
- Metropolitan + Regional Combined: Audiences

Seven delivers across primetime.

- My Kitchen Rules peaks at 2.409 million, dominates in total viewers, 16-39s, 18-49s and 25-54s and is the number one most-watched programme on Sunday,
- Sunday Night peaks at 2.036 million, dominates in total viewers, 16-39s, 18-49s and 25-54s, and is up 96% on 60 Minutes.
- INXS: Never Tear Us Apart – Part Two peaks at 2.156 million, dominates in total viewers, 16-39s, 18-49s and 25-54s, and is Sunday's number one most-watched programme for 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.285 million, dominates in all key audiences and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.368 million, dominates in all key audience demographics and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Winners and Losers wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.270 million, dominates in all key audience demographics and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- The Blacklist wins its timeslot in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Wednesday's top ten most-watched programmes for total viewers and in all key audience demographics.
- Better Homes and Gardens wins its timeslot and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Friday Night At The Movies: Tower Heist wins in 16-39s, 18-49s and 25-54s and is Friday's number one most-watched programme for 16-39s and 18-49s.
- Saturday Night At The Movies: The Lion King wins in 16-39s, 18-49s and 25-54s and is Saturday's most-watched programme for 16-39s and 18-49s.

Live and As-Live Data

Week 8 Primetime Shares

ABC1:	12.8%
Seven:	25.2%
Nine:	19.9%
Ten:	9.4%
SBS1:	3.3%

ABC2:	2.6%
ABC3:	1.1%
ABC News 24:	1.2%
7TWO:	3.6%
7mate:	3.8%
GO!:	3.9%
Gem:	3.1%
One:	6.4%
Eleven:	3.0%
SBS2:	0.6%
NITV:	0.1%

Week 8 Combined Multiple Channels Primetime Shares

ABC1:	17.7%
Seven:	32.6%
Nine:	26.9%
Ten:	18.8%
SBS:	4.1%

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

Primetime audience demographics for primary channels

6:00pm-midnight Week 8, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	25.2%	19.9%	9.4%	12.8%	3.3%
16-39s	27.8%	21.6%	12.1%	4.2%	1.9%
18-49s	27.3%	21.3%	11.8%	5.4%	2.1%
25-54s	27.0%	21.6%	11.1%	6.8%	2.4%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 8, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	32.6%	26.9%	18.8%	17.7%	4.1%
16-39s	35.1%	29.7%	24.2%	8.1%	2.9%
18-49s	34.8%	29.3%	23.6%	9.3%	3.0%
25-54s	34.5%	29.3%	22.2%	10.6%	3.3%

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 primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s, 25-54s and 40-64s.
 - Seven is up 100% on Nine and up 282% on Ten in total viewers.
 - Seven is up 115% on Nine and up 253% on Ten in 16-39s. Seven is up 130% on Nine and up 280% on Ten in 18-49s. Seven is up 118% on Nine and up 315% 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, 25-54s and 40-64s.
 - Seven (Seven + 7TWO + 7mate) is up 72% on Nine (Nine + Go + Gem) and up 139% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 74% on Nine and up 108% on Ten in 16-39s. Seven is up 83% on Nine and up 121% on Ten in 18-49s. Seven is up 76% on Nine and up 143% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	INXS	#1
INXS	#2	My Kitchen Rules	#2
Sunday Night	#3	Sunday Night	#3
Seven News	#5	Seven News	#6
16-39s		18-49s	
INXS	#1	INXS	#1
My Kitchen Rules	#2	My Kitchen Rules	#2
Sunday Night	#4	Sunday Night	#3
Seven News	#7	Seven News	#7
Tricked	#10	Tricked	#10

- **Seven News** (1.340 million). Seven News wins – up 198,000 viewers on Nine News, a 17% audience advantage.
- **My Kitchen Rules** (1.863 million):
 - peaks at 2.409 million
 - dominates in total viewers, 16-39s, 18-49s and 25-54s: 35 share in total viewers, 39 share in 16-39s, 38 share in 18—49s and 38 share in 25-54s.
 - number one most-watched programme on Sunday and up 37% on The Block and up 495% on So You Think You Can Dance.

- **Sunday Night** (1.684 million):
 - peaks at 2.036 million
 - dominates in total viewers, 16-39s, 18-49s and 25-54s: 32 share in total viewers, 34 share in 16-39s, 35 share in 18-49s and 35 share in 25-54s.
 - up 96% on 60 Minutes.
- **INXS: Never Tear Us Apart – Part Two** (1.768 million):
 - peaks at 2.156 million
 - dominates in total viewers, 16-39s, 18-49s and 25-54s
 - Sunday's number one most-watched programme for 16-39s, 18-49s and 25-54s: 42 share in total viewers, 49 share in 16-39s, 52 share in 18-49s and 51 share in 25-54s

Monday

- Seven wins in primetime on primary channels.
 - Seven is number 1 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.
- Seven wins in breakfast television. Sunrise is up 14% on Today and up 658% on Wake Up.
- Seven wins in morning television. The Morning Show is up 56% on Mornings and is up 253% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#7	Revenge	#5
Seven News – Today Tonight	#8	Home and Away	#7
Home and Away	#9	Seven News – Today Tonight	#9
		Seven News	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#7	Revenge	#4
Seven News – Today Tonight	#8	Home and Away	#6
Home and Away	#9	Seven News – Today Tonight	#9
		Seven News	#10

- **Home and Away** (0.939 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.925 million):
 - peaks at 2.2.85 million
 - dominates in all key audiences and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 36 share in total viewers, 40 share in 16-39s, 40 share in 18-49s and 38 share in 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s, 25-54s and 40-64s.
 - Seven is up 27% on Nine and up 175% on Ten in total viewers.
 - Seven is up 35% on Nine and up 147% on Ten in 16-39s. Seven is up 30% on Nine and up 136% on Ten in 18-49s. Seven is up 24% on Nine and up 148% 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, 25-54s and 40-64s.
 - Seven (Seven + 7TWO + 7mate) is up 29% on Nine (Nine + Go + Gem) and up 86% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 35% on Nine and up 76% on Ten in 16-39s. Seven is up 31% on Nine and up 66% on Ten in 18-49s. Seven is up 25% on Nine and up 70% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today and is up 548% on Wake Up.
- Seven wins in morning television. The Morning Show leads Mornings and is up 143% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Winners and Losers	#5	Winners and Losers	#4
Seven News	#8	Home and Away	#9
Seven News – Today Tonight	#9		

16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Winners and Losers	#3	Winners and Losers	#3
Home and Away	#6	Home and Away	#7
- **Home and Away** (0.874 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.883 million):
 - peaks at 2.368 million
 - dominates in all key audience demographics and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 36 share in total viewers, 43 share in 16-39s, 42 share in 18-49s and 41 share in 25-54s
 - up 64% on The Block and up 483% on The Biggest Loser.
- **Winners and Losers** (1.041 million) wins in total viewers, 16-39s, 18-49s and 25-54s: 25 share in total viewers, 34 share in 16-39s, 31 share in 18-49s and 29 share in 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s, 25-54s and 40-64s.
 - Seven is up 37% on Nine and up 229% on Ten in total viewers.
 - Seven is up 23% on Nine and up 145% on Ten in 16-39s. Seven is up 31% on Nine and up 152% on Ten in 18-49s. Seven is up 34% on Nine and up 172% 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, 25-54s and 40-64s.
 - Seven (Seven + 7TWO + 7mate) is up 30% on Nine (Nine + Go + Gem) and up 97% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 20% on Nine and up 50% on Ten in 16-39s. Seven is up 28% on Nine and up 62% on Ten in 18-49s. Seven is up 28% on Nine and up 72% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today and is up 506% on Wake Up.
- Seven wins in morning television. The Morning Show is up 58% on Mornings and up 246% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#4	The Blacklist	#3
Seven News – Today Tonight	#5	Home and Away	#7
The Blacklist	#8	Seven News – Today Tonight	#8
Home and Away	#9	Seven News	#9
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	The Blacklist	#3
The Blacklist	#4	Home and Away	#4
Seven News – Today Tonight	#8	Seven News – Today Tonight	#9
		Seven News	#10
- **Home and Away** (0.960 million).
- **My Kitchen Rules** (1.880 million):
 - peaks at 2.270 million
 - dominates in all key audience demographics and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 38 share in total viewers, 40 share in 16-39s, 40 share in 18-49s and 40 share in 25-54s
 - up 80% on The Block and up 471% on The Biggest Loser.
- **The Blacklist** (0.980 million) wins its timeslot in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Wednesday's top ten most-watched programmes for total viewers and in all key audience demographics – 26 share in total viewers and 25 share in 25-54s.

Thursday

- Seven wins in news and public affairs.
- Seven wins in breakfast television. Sunrise is up 39% on Today and is up 1242% on Wake Up.
- Seven wins in morning television. The Morning Show is up 123% on Mornings and up 381% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Home and Away	#5
Seven News – Today Tonight	#4	Seven News - Today Tonight	#6
Home and Away	#7	Seven News	#7
		Tricked	#9
16-39s		18-49s	
Home and Away	#3	Home and Away	#3
Tricked	#4	Seven News – Today Tonight	#6
Seven News – Today Tonight	#5	Seven News	#8
Dynamo	#9	Tricked	#9
Seven News	#10		

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s, 25-54s and 40-64s.
 - Seven is up 30% on Nine and up 85% on Ten in total viewers.
 - Seven is up 4% on Nine and up 31% on Ten in 16-39s. Seven is up 8% on Nine and up 39% on Ten in 18-49s. Seven is up 19% on Nine and up 56% 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, 25-54s and 40-64s.
 - Seven (Seven + 7TWO + 7mate) is up 21% on Nine (Nine + Go + Gem) and up 32% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 4% on Nine in 18-94s. Seven is up 13% on Nine and up 12% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today and is up 943% on Wake Up.
- Seven wins in morning television. The Morning Show is up 60% on Mornings and up 324% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#1
Seven News – Today Tonight	#5	Tower Heist	#4
Better Homes and Gardens	#6	Better Homes and Gardens	#5
Tower Heist	#10	Seven News – Today Tonight	#6
16-39s		18-49s	
Tower Heist	#1	Tower Heist	#1
Seven News	#4	Seven News	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#5
Seven News – Today Tonight	#10	Seven News – Today Tonight	#9

- **Better Homes and Gardens** (0.821 million) wins its timeslot and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Friday Night At The Movies: Tower Heist** (0.595 million) wins in 16-39s, 18-49s and 25-54s and is Friday's number one most-watched programme for 16-39s and 18-49s.

Saturday

- Seven wins news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s, 25-54s and 40-64s.
 - Seven is up 16% on Nine and up 122% on Ten in total viewers.
 - Seven is up 73% on Nine and up 156% on Ten in 16-39s. Seven is up 33% on Nine and up 130% on Ten in 18-49s. Seven is up 22% on Nine and up 111% 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, 25-54s and 40-64s.
 - Seven (Seven + 7TWO + 7mate) is up 10% on Nine (Nine + Go + Gem) and up 58% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 29% on Nine and up 54% on Ten in 16-39s. Seven is up 8% on Nine and up 37% on Ten in 18-49s. Seven is up 8% on Nine and up 36% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 24% on Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#1
The Lion King	#6	The Lion King	#2
Knocked Up	#9	Knocked Up	#4
16-39s		18-49s	
The Lion King	#1	The Lion King	#1
Knocked Up	#2	Knocked Up	#3
Seven News	#4	Seven News	#4
- **Saturday Night At The Movies: The Lion King** (0.669 million) wins in 16-39s, 18-49s and 25-54s and is Saturday's most-watched programme for 16-39s and 18-49s: 34 share in 16-39s and 27 share in 18-49s.