

9 June 2014

Seven Network Ratings Report

Week 23: 1 June – 7 June 2014

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers, 16-39s and 18-49s.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers.

Seven wins in breakfast television.

- Sunrise leads Today.

Seven wins in morning television.

- The Morning Show is up 39% on Mornings.

Seven scores in the most-watched programmes:

- House Rules – Reveal 2.666 million
- House Rules – Tuesday 2.280 million
- House Rules – Wednesday 2.211 million
- House Rules – Sunday 2.146 million
- Seven News – Sunday 2.019 million
- Sunday Night 1.872 million
- A Place To Call Home 1.552 million
- Seven News – Monday-Friday 1.505 million
- Seven News – Saturday 1.501 million
- Home and Away 1.493 million
- The Goldbergs 1.429 million
- Better Homes and Gardens 1.352 million
- What Really Happens in Bali 1.335 million
- Revenge 1.285 million

Metropolitan + Regional Combined: Audiences



Seven delivers across primetime.

- House Rules peaks at 1.596 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 1.395 million and ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- A Place To Call Home peaks at 1.220 million and ranks in Sunday's top ten programmes for total viewers, 16-39s and 25-54s.
- House Rules peaks at 1.991 million, leads The Voice and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Revenge ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.636 million, and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- What Really Happens in Bali peaks at 1.282 million and wins in total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.618 million and is Wednesday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- The Goldbergs wins in total viewers 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.

Live and As-Live Data**Week 23 Primetime Shares**

ABC1:	11.7%
Seven:	22.4%
Nine:	21.5%
Ten:	11.8%
SBS1:	4.0%

ABC2:	3.0%
ABC3:	0.9%
ABC News 24:	1.1%
7TWO:	4.3%
7mate:	4.3%
GO!:	5.2%
Gem:	3.2%
One:	2.4%
Eleven:	3.4%
SBS2:	0.8%
NITV:	0.2%

Week 23 Combined Multiple Channels Primetime Shares

ABC1:	16.6%
Seven:	31.0%
Nine:	29.8%
Ten:	17.6%
SBS:	5.0%

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

Primetime audience demographics for primary channels

6:00pm-midnight Week 23, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.4%	21.5%	11.8%	11.7%	4.0%
16-39s	22.6%	21.8%	15.9%	4.3%	2.4%
18-49s	22.6%	22.6%	15.1%	5.3%	2.7%
25-54s	22.5%	23.1%	14.2%	6.4%	3.1%

Primetime audience demographics for digital channels

6:00pm-midnight Week 23, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.3%	2.3%	2.5%	2.8%
7mate	4.3%	6.5%	6.0%	5.6%
GO!	5.2%	7.0%	6.6%	6.2%
Gem	3.2%	2.8%	2.8%	2.9%
GO!:	2.4%	2.8%	3.0%	3.0%
Eleven	3.4%	5.3%	4.9%	4.4%
ABC2	3.0%	3.9%	3.3%	3.0%
ABC3	0.9%	0.6%	0.6%	0.5%
ABC News 24	1.1%	0.6%	0.9%	0.9%
SBS2	0.8%	1.1%	1.1%	1.0%
NITV	0.2%	0.1%	0.2%	0.2%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 23, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.0%	29.8%	17.6%	16.6%	5.0%
16-39s	31.4%	31.6%	23.9%	9.4%	3.7%
18-49s	31.0%	32.0%	23.0%	10.0%	4.0%
25-54s	30.9%	32.2%	21.7%	10.9%	4.4%

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 breakfast television. Weekend Sunrise is up 30% on Weekend Today in total viewers.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 16-39s, 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	House Rules	#2
House Rules	#4	Seven News	#5
Sunday Night	#6	Sunday Night	#7
A Place To Call Home	#7	A Place To Call Home	#8
16-39s		18-49s	
House Rules	#4	House Rules	#3
Sunday Night	#6	Seven News	#6
Seven News	#9	Sunday Night	#7
A Place To Call Home	#10		

- **Seven News** (1.344 million).
- **House Rules** (1.301 million) peaks at 1.596 million and ranks in Sunday's top four most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in 18-49s and 26 share in 25-54s.
- **Sunday Night** (1.124 million) peaks at 1.395 million and ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **A Place To Call Home** (0.966 million) peaks at 1.220 million and ranks in Sunday's top ten programmes for total viewers, 16-39s and 25-54s.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s and 18-49s.
 - Seven leads Nine and is up 170% on Ten in total viewers.
 - Seven is up 13% on Nine and up 100% on Ten in 16-39s. Seven leads Nine and is up 111% on Ten in 18-49s. Seven is up 126% 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.
 - Seven + 7TWO + 7mate is up 5% on Nine + Go + Gem and up 137% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 18% on Today.
- Seven wins in morning television. The Morning Show is up 65% on Mornings.

- Seven scores in the most-watched programmes:

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

- **Seven News** (1.229 million).
- **Seven News – Today Tonight** (1.122 million).
- **Home and Away** (1.042 million) wins 16-39s and 18-49s.
- **House Rules** (1.652 million) peaks at 1.991 million, leads The Voice and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 34 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.
- **Revenge** (0.838 million) ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 8% on Nine and up 53% on Ten in total viewers.
 - Seven is up 17% on Nine and up 38% on Ten in 16-39s. Seven is up 8% on Nine and up 37% on Ten in 18-49s. Seven is up 3% on Nine and up 41% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 16-39s, 18-49s and 25-54s.
 - Bogan Hunters on 7mate is the number one most-watched programme on digital channels.
- 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 11% on Nine (Nine + Go + Gem) and up 58% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 16% on Nine and up 43% on Ten in 16-39s. Seven is up 12% on Nine and up 43% on Ten in 18-49s. Seven is up 6% on Nine and up 44% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 19% on Today.
- Seven wins in morning television. The Morning Show is up 20% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules	#1	House Rules	#1
Seven News	#4	What Really Happens in Bali	#4
Seven News – Today Tonight	#6	Home and Away	#9
Home and Away	#9	Seven News	#10
What Really Happens in Bali	#10		
16-39s		18-49s	
House Rules	#1	House Rules	#1
What Really Happens in Bali	#4	What Really Happens in Bali	#5
Home and Away	#5	Home and Away	#6

- **Seven News** (1.211 million).
- **Seven News – Today Tonight** (1.105 million).
- **Home and Away** (1.010 million) wins in 16-39s and 18-49s.
- **House Rules** (1.446 million) peaks at 1.636 million, and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 32 share in 16-39s, 31 share in 18-49s and 30 share in 25-54s.
- **What Really Happens in Bali** (0.835 million) peaks at 1.282 million and wins in total viewers, 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 35% on Nine and up 60% in total viewers.
 - Seven is up 73% on Nine and up 29% on Ten in 16-39s. Seven is up 66% on Nine and up 37% on Ten in 18-49s. Seven is up 48% on Nine and up 39% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 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 26% on Nine (Nine + Go + Gem) and up 63% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 33% on Nine and up 11% on Ten in 16-39s. Seven is up 34% on Nine and up 24% on Ten in 18-49s. Seven is up 24% on Nine and up 32% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 19% on Today.
- Seven wins in morning television. The Morning Show is up 42% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules	#1	House Rules	#1
Seven News	#3	The Goldbergs	#3
Seven News – Today Tonight	#5	The Goldbergs – Episode 2	#7
Home and Away	#7	Home and Away	#9
The Goldbergs	#8		
16-39s		18-49s	
House Rules	#1	House Rules	#1
The Goldbergs	#4	The Goldbergs	#3
Home and Away	#5	The Goldbergs – Episode 2	#5
The Goldbergs – Episode 2	#6	Home and Away	#6

- **Seven News** (1.156 million).
- **Today Tonight** (1.061 million).
- **Home and Away** (0.929 million) wins in 16-39s, 18-49s and 25-54s.
- **House Rules** (1.377 million) peaks at 1.618 million and is Wednesday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 33 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- **The Goldbergs** (0.867 million) wins in total viewers and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.

Thursday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show is up 51% on Mornings.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s and 18-49s.
 - Seven is up 13% on Nine and up 156% on Ten in total viewers.
 - Seven leads Nine and is up 96% on Ten in 16-39s. Seven leads Nine and is up 89% on Ten in 18-49s. Seven is up 95% 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 2% on Nine + Go + Gem and up 109% on Ten + One + Eleven in total viewers.
- Seven wins in morning television. The Morning Show is up 21% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Better Homes and Gardens	#4
Seven News – Today Tonight	#4	Seven News	#5
Better Homes and Gardens	#5	Seven News – Today Tonight	#6
16-39s		18-49s	
Better Homes and Gardens	#3	Better Homes and Gardens	#4
Seven News – Today Tonight	#5	Seven News	#7
Seven News	#8	Seven News – Today Tonight	#8
		AFL on Seven	#10

- AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 32 share in total viewers, 35 share in 16-39s, 34 share in 18-49s and 31 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 36% on Nine and up 165% on Ten in total viewers.
 - Seven is up 17% on Nine and up 131% on Ten in 16-39s. Seven is up 27% on Nine and up 142% on Ten in 18-49s. Seven is up 33% on Nine and up 164% 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 (Seven + 7TWO + 7mate) is up 18% on Nine (Nine + Go + Gem) and up 111% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 26% on Nine and up 106% on Ten in 16-39s. Seven is up 28% on Nine and up 103% on Ten in 18-49s. Seven is up 28% on Nine and up 109% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 30% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
Men in Black 3	#6	Men in Black 3	#3
		The Fast and the Furious	#6
		AFL on Seven	#8
16-39s		18-49s	
Men in Black 3	#2	Men in Black 3	#2
Seven News	#4	Seven News	#3
The Fast and the Furious	#7	The Fast and the Furious	#6
AFL on Seven	#8	AFL on Seven	#7

- Seven News** (0.954 million). Seven News wins network.
- AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 25 share in total viewers, 28 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.