

23 June 2014

**Seven Network Ratings Report**

**Week 25: 15 June – 21 June 2014**



**Seven scores across primetime.**

- Seven delivers in primetime in a week of major events.
- House Rules is the most-watched regular programme on television.
- Seven wins primetime on Monday, Tuesday, Friday and Saturday on primary channels.
- Seven wins primetime on Sunday, Monday, Tuesday, Wednesday and Saturday on digital channels.
- Seven wins primetime on Monday, Tuesday, Friday and Saturday on combined audiences of all channels.

**Seven wins in breakfast television.**

- Sunrise is up 27% on Today in total viewers.

**Seven wins in morning television.**

- The Morning Show is up 60% on Mornings in total viewers.

**Seven scores in the most-watched programmes:**

- House Rules – Reveal 2.499 million
- House Rules – Sunday 2.353 million
- House Rules – Tuesday 2.346 million
- Seven News – Sunday 2.292 million
- Sunday Night 1.951 million
- A Place To Call Home 1.581 million
- Seven News – Saturday 1.497 million
- Seven News 1.496 million
- Winners and Losers 1.457 million
- Home and Away 1.412 million
- Better Homes and Gardens 1.320 million
- What Really Happens in Bali 1.271 million

Metropolitan + Regional Combined: Audiences

### Seven delivers across primetime.

- House Rules peaks at 1.692 million and is one of Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.540 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- A Place To Call Home peaks at 1.192 million and wins its timeslot.
- House Rules leads The Voice, peaks at 1.839 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- What Really Happens in Bali ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.708 million 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 and is one of Wednesday's top three most-watched programmes for 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 25 Primetime Shares

|        |       |
|--------|-------|
| ABC1:  | 12.0% |
| Seven: | 20.3% |
| Nine:  | 23.0% |
| Ten:   | 13.0% |
| SBS1:  | 3.7%  |

|              |      |
|--------------|------|
| ABC2:        | 3.1% |
| ABC3:        | 1.0% |
| ABC News 24: | 1.0% |
| 7TWO:        | 4.8% |
| 7mate:       | 3.9% |
| GO!:         | 4.5% |
| Gem:         | 3.2% |
| One:         | 2.7% |
| Eleven:      | 2.8% |
| SBS2:        | 0.9% |
| NITV:        | 0.2% |

##### Week 25 Combined Multiple Channels Primetime Shares

|        |       |
|--------|-------|
| ABC1:  | 17.0% |
| Seven: | 29.0% |
| Nine:  | 30.7% |
| Ten:   | 18.5% |
| SBS:   | 4.8%  |

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 25, 2014

| Audience shares | Seven | Nine  | Ten   | ABC   | SBS  |
|-----------------|-------|-------|-------|-------|------|
| All People      | 20.3% | 23.0% | 13.0% | 12.0% | 3.7% |
| 16-39s          | 19.7% | 23.7% | 16.8% | 4.3%  | 3.2% |
| 18-49s          | 19.8% | 24.4% | 16.3% | 5.3%  | 3.4% |
| 25-54s          | 20.1% | 24.6% | 15.7% | 6.4%  | 3.5% |

### Primetime audience demographics for digital channels

#### 6:00pm-midnight Week 25, 2014

| Audience shares | Total | 16-39s | 18-49s | 25-54s |
|-----------------|-------|--------|--------|--------|
| 7TWO            | 4.8%  | 2.3%   | 2.7%   | 3.0%   |
| 7mate           | 3.9%  | 6.0%   | 5.4%   | 5.1%   |
| GO!             | 4.5%  | 6.5%   | 5.9%   | 5.5%   |
| Gem             | 3.2%  | 3.2%   | 3.1%   | 3.1%   |
| One:            | 2.7%  | 3.1%   | 3.4%   | 3.2%   |
| Eleven          | 2.8%  | 4.4%   | 4.1%   | 3.8%   |
| ABC2            | 3.1%  | 4.1%   | 3.5%   | 3.3%   |
| ABC3            | 1.0%  | 0.7%   | 0.6%   | 0.6%   |
| ABC News 24     | 1.0%  | 0.6%   | 0.8%   | 0.8%   |
| SBS2            | 0.9%  | 1.4%   | 1.3%   | 1.2%   |
| NITV            | 0.2%  | 0.1%   | 0.1%   | 0.2%   |

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

#### 6:00pm-midnight Week 25, 2014

| Audience shares | Seven | Nine  | Ten   | ABC   | SBS  |
|-----------------|-------|-------|-------|-------|------|
| All People      | 29.0% | 30.7% | 18.5% | 17.0% | 4.8% |
| 16-39s          | 27.9% | 33.4% | 24.3% | 9.6%  | 4.8% |
| 18-49s          | 27.8% | 33.3% | 23.8% | 10.3% | 4.8% |
| 25-54s          | 28.1% | 33.2% | 22.6% | 11.1% | 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 24% on Weekend Today in total viewers.
- 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 scores in the most-watched programmes:

| All People           |    | 25-54s       |    |
|----------------------|----|--------------|----|
| Seven News           | #1 | House Rules  | #2 |
| House Rules          | #4 | Seven News   | #5 |
| Sunday Night         | #6 | Sunday Night | #7 |
| A Place To Call Home | #8 |              |    |
| 16-39s               |    | 18-49s       |    |
| House Rules          | #2 | House Rules  | #3 |
| Seven News           | #5 | Seven News   | #5 |
| Sunday Night         | #7 | Sunday Night | #7 |

- **Seven News** (1.560 million). Seven News is Sunday's most-watched programme. Seven News wins network – up 126,000 viewers on Nine News, a 9% audience advantage.
- **House Rules** (1.407 million) peaks at 1.692 million and is one of Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 26 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.
- **Sunday Night** (1.208 million) peaks at 1.540 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **A Place To Call Home** (0.967 million) peaks at 1.192 million and wins its timeslot.

## Monday

- 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 4% on Nine and up 131% on Ten in total viewers.
  - Seven is up 25% on Nine and up 78% on Ten in 16-39s. Seven is up 11% on Nine and up 83% on Ten in 18-49s. Seven is up 3% on Nine and up 87% 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 12% on Nine (Nine + Go + Gem) and up 117% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 14% on Nine and up 58% on Ten in 16-39s. Seven is up 7% on Nine and up 61% on Ten in 18-49s. Seven is up 2% on Nine and up 62% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 16% on Today.
- Seven wins in morning television. The Morning Show is up 66% on Mornings.
- Seven scores in the most-watched programmes:

|                             |     |                             |    |
|-----------------------------|-----|-----------------------------|----|
| <b>All People</b>           |     | <b>25-54s</b>               |    |
| House Rules                 | #1  | House Rules                 | #1 |
| Seven News                  | #3  | What Really Happens in Bali | #4 |
| Seven News – Today Tonight  | #6  | Home and Away               | #9 |
| Home and Away               | #8  |                             |    |
| <b>16-39s</b>               |     | <b>18-49s</b>               |    |
| House Rules                 | #1  | House Rules                 | #1 |
| What Really Happens in Bali | #5  | What Really Happens in Bali | #5 |
| Home and Away               | #6  | Home and Away               | #6 |
| Seven News – Today Tonight  | #9  |                             |    |
| Seven News                  | #10 |                             |    |

- **Seven News** (1.241 million). Seven News wins network – up 37,000 viewers on Nine News, a 3% audience advantage.
- **Seven News – Today Tonight** (1.128 million).
- **Home and Away** (0.963 million) wins 16-39s and 18-49s.
- **House Rules** (1.572 million) leads The Voice, peaks at 1.839 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 32 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.
- **What Really Happens in Bali** (0.806 million) ranks in Monday's top ten most-watched programmes for 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 41% on Nine and up 57% on Ten in total viewers.
  - Seven is up 58% on Nine and up 51% on Ten in 16-39s. Seven is up 56% on Nine and up 50% on Ten in 18-49s. Seven is up 50% on Nine and up 53% 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 36% on Nine (Nine + Go + Gem) and up 54% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 43% on Nine and up 48% on Ten in 16-39s. Seven is up 42% on Nine and up 43% on Ten in 18-49s. Seven is up 40% on Nine and up 47% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 24% on Today.
- Seven wins in morning television. The Morning Show is up 32% on Mornings.
- Seven scores in the most-watched programmes:

|                            |     |                    |    |
|----------------------------|-----|--------------------|----|
| <b>All People</b>          |     | <b>25-54s</b>      |    |
| House Rules                | #1  | House Rules        | #1 |
| Seven News                 | #3  | Winners and Losers | #3 |
| Seven News – Today Tonight | #5  | Winners and Losers | #4 |
| Winners and Losers         | #8  | Home and Away      | #9 |
| Home and Away              | #10 |                    |    |
| <b>16-39s</b>              |     | <b>18-49s</b>      |    |
| House Rules                | #1  | House Rules        | #1 |
| Winners and Losers         | #3  | Winners and Losers | #3 |
| Winners and Losers         | #4  | Winners and Losers | #4 |
| Home and Away              | #6  | Home and Away      | #6 |

- **Home and Away** (0.903 million) wins in 16-39s, 18-49s and 25-54s.
- **House Rules** (1.484 million) peaks at 1.708 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 33 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- **Winners and Losers – Episode 1** (0.961 million) wins in total viewers, 16-39s, 18-49s and 25-54s and is one of Wednesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 29 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.
- **Winners and Losers – Episode 2** (0.820 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 34 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.

### Wednesday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise is up 22% on Today.
- Seven wins in morning television. The Morning Show is up 66% on Mornings.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.

### Thursday

- Seven wins in breakfast television. Sunrise is up 23% on Today.
- Seven wins in morning television. The Morning Show is up 52% on Mornings.

### 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 22% on Nine and up 110% on Ten in total viewers.
  - Seven is up 7% on Nine and up 28% on Ten in 16-39s. Seven is up 13% on Nine and up 44% on Ten in 18-49s. Seven is up 15% on Nine and up 60% 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 and 25-54s.
  - Seven (Seven + 7TWO + 7mate) is up 13% on Nine (Nine + Go + Gem) and up 86% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 11% on Ten in 16-39s. Seven is up 22% on Ten in 18-49s. Seven leads Nine and is up 44% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 47% on Today.
- Seven wins in morning television. The Morning Show is up 78% on Mornings.

- Seven scores in the most-watched programmes:

|                            |     |                            |     |
|----------------------------|-----|----------------------------|-----|
| <b>All People</b>          |     | <b>25-54s</b>              |     |
| Seven News                 | #3  | Seven News                 | #3  |
| Seven News – Today Tonight | #4  | Better Homes and Gardens   | #4  |
| Better Homes and Gardens   | #5  | Seven News – Today Tonight | #5  |
|                            |     | AFL on Seven               | #10 |
| <b>16-39s</b>              |     | <b>18-49s</b>              |     |
| Better Homes and Gardens   | #4  | Better Homes and Gardens   | #4  |
| Seven News                 | #8  | Seven News                 | #6  |
| AFL on Seven               | #9  | Seven News – Today Tonight | #7  |
| Seven News – Today Tonight | #10 | 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 – 30 share in total viewers, 31 share in 16-39s, 31 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 24% on Nine and up 52% on Ten in total viewers.
  - Seven is up 19% on Nine and up 72% on Ten in 16-39s. Seven is up 14% on Nine and up 58% on Ten in 18-49s. Seven is up 17% on Nine and up 59% 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, 18-49s and 25-54s.
  - Seven (Seven + 7TWO + 7mate) is up 20% on Nine (Nine + Go + Gem) and up 62% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 21% on Nine and up 63% on Ten in 16-39s. Seven is up 22% on Nine and up 55% on Ten in 18-49s. Seven is up 20% on Nine and up 58% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 40% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

|                   |    |               |    |
|-------------------|----|---------------|----|
| <b>All People</b> |    | <b>25-54s</b> |    |
| Seven News        | #1 | Seven News    | #2 |
|                   |    | Jurassic Park | #6 |
|                   |    | AFL on Seven  | #7 |
| <b>16-39s</b>     |    | <b>18-49s</b> |    |
| Seven News        | #2 | Seven News    | #2 |
| Jurassic Park     | #5 | Jurassic Park | #5 |
| AFL on Seven      | #7 | AFL on Seven  | #7 |

- AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.