



26 January 2014

## Seven's Australian Open women's final annihilates cricket

Seven's Australian Open women's final peaked at a massive 2.63 million combined viewers last night, with a five city metro average of 1.148 million more than doubling Ten's cricket.

Popular winner **Li Na** clinched her first Australian Open title as the women's final averaged 1.79 million combined viewers, with a metro average of 1.38 million for the 98 minute match.

The one hour preview show also had a huge combined peak of 1.64 million, with a 1.08 million peak in the metro areas.

The gripping battle delivered Seven another nightly win with a 25.9 per cent network share, ahead of Nine with 13.8 per cent and Ten's with BBL cricket a dismal 12.3 per cent.

The broadcast has now reached more than 13 million Australians combined over the first 13 days of the tournament, and 8.7 million in the metro areas.

Tonight world no.1 **Rafael Nadal** is out to claim his 14<sup>th</sup> Grand Slam title against new Swiss no.1 **Stanislas 'The Stanimal' Wawrinka** LIVE from 6.30pm AEDT.

### TOP 10 PROGRAMS BY AUDIENCE LAST NIGHT – COMBINED & 5 CITY METRO

#	Description	STN	Combined (Rnk)	Metro
1	SEVEN'S TENNIS: 2014 AUST OPEN - WOMEN'S FINAL	Seven	1,538,000	1,147,000
2	NINE NEWS SATURDAY	Nine	1,281,000	906,000
3	SEVEN NEWS - SAT	Seven	1,085,000	767,000
4	ABC NEWS-SA	ABC1	1,076,000	742,000
5	AUSTRALIA'S FUNNIEST HOME VIDEOS	Nine	758,000	484,000
6	THE MYSTERY OF AGATHA CHRISTIE WITH DAVID SUCHET-EV	ABC1	741,000	527,000
7	CRICKET: T20 BIG BASH LEAGUE GAME 31 - SESSION 2	Ten	724,000	527,000
8	SEVEN'S TENNIS: 2014 AUST OPEN - WOMEN'S FINAL PREVIEW	Seven	644,000	482,000
9	TEN EYEWITNESS NEWS SAT	Ten	562,000	402,000
10	CRICKET: T20 BIG BASH LEAGUE GAME 31 - SESSION 1	Ten	559,000	384,000

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