

20 February 2012

## Seven Network Ratings Report

Week 7: 12 February – 18 February 2012

### 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 29% on Nine and up 91% on Ten in total viewers.
- Seven is up 32% on Nine and up 63% on Ten in 16-39s. Seven is up 30% on Nine and up 69% on Ten in 18-49s. Seven is up 26% on Nine and up 72% on Ten in 25-54s.
- Seven delivers more viewers as Nine and Ten collapse. Seven is up 3.1% in total viewers, up 2.0% in 16-39s, up 6.5% in 18-49s and up 6.1% in 25-54s on the same week in 2011.

### Seven wins in primetime on digital channels.

- 7TWO is the number 1 digital channel for total viewers.

### Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers on the combined audiences of all multiple channels.
- Seven (Seven + 7TWO + 7mate) is up 23% on Nine (Nine + Go + Gem) and up 72% on Ten (Ten + One + Eleven) in total viewers.
- Seven is up 15% on Nine and up 36% on Ten in 16-39s. Seven is up 15% on Nine and up 42% on Ten in 18-49s. Seven is up 15% on Nine and up 48% on Ten in 25-54s.
- Seven's broadcast platform delivers more viewers as Nine and Ten shed audiences. Seven is up 2.3% in total viewers, up 2.8% in 18-49s and up 4.1% in 25-54s on the same week in 2011.

### Seven wins in news.

- Seven News leads Nine News.
- Seven News (1.189 million) is up 123,000 viewers on Nine News, a 12% audience advantage across Monday-Friday.

### Seven wins in public affairs.

- Today Tonight leads A Current Affair.
- Today Tonight (1.107 million) is up 204,000 viewers on A Current Affair, a 23% audience advantage.



**Seven wins in breakfast television.**

- Sunrise leads Today.
- Sunrise is up 10% on Today in total viewers (and up 8% on Today in all viewers under 55) across 6:00-9:00am Monday-Friday.

**Seven wins in morning television.**

- The Morning Show leads Kerri-Anne and The Circle.
- The Morning Show is up 70% on Mornings and up 218% on The Circle in total viewers. The Morning Show is up 72% on Mornings and up 168% on The Circle in all viewers under 55.

**Live and As-Live Data**

**Week 7 Primetime Shares**

ABC1:	11.4%
Seven:	25.6%
Nine:	19.9%
Ten:	13.5%
SBS1:	4.1%

ABC2:	2.2%
ABC3:	0.7%
ABC News 24:	0.7%
7TWO:	4.2%
7mate:	3.5%
GO!:	4.1%
Gem:	3.2%
One:	2.6%
Eleven:	3.4%
SBS2:	0.9%

**Week 7 Combined Multiple Channels Primetime Shares**

ABC:	15.0%
Seven:	33.4%
Nine:	27.2%
Ten:	19.4%
SBS:	5.0%

Share data for ABC, 7, 9, 10 and SBS represent network (aggregate) figures.  
Includes all viewing to the broadcasters' primary channel as well as SD and HD channels.

**Seven scores in the week's most-watched top 50 programmes.**

**All People**

Revenge	#1
My Kitchen Rules - Wednesday	#2
My Kitchen Rules – Thursday	#3
My Kitchen Rules – Monday	#4
My Kitchen Rules – Tuesday	#5
Packed to the Rafters – Episode 1	#8
Packed to the Rafters – Episode 2	#10
Seven News – Monday-Friday	#12
Seven News – Sunday	#13
Sunday Night	#15
Today Tonight	#18
Seven News – Saturday	#20
Border Security	#21
The Force	#23
Please Marry My Boy	#24
Bones	#26
Home and Away	#28
Better Homes and Gardens	#34
Castle	#37
How I Met Your Mother	#45
Grey's Anatomy	#49
Raiders of the Lost Ark	#50

**16-39s**

Revenge	#1
My Kitchen Rules – Wednesday	#2
My Kitchen Rules – Thursday	#3
My Kitchen Rules – Monday	#4
My Kitchen Rules – Tuesday	#7
Packed to the Rafters – Episode 1	#9
How I Met Your Mother	#13
Packed to the Rafters – Episode 2	#15
Please Marry My Boy	#16
Bones	#20
How I Met Your Mother	#21
Grey's Anatomy	#24
How I Met Your Mother	#25
The Force	#27
Border Security	#29
Home and Away	#30
Castle	#33
Sunday Night	#35
How I Met Your Mother	#36
Better Homes and Gardens	#43
Desperate Housewives	#44
Seven News – Sunday	#46
Forrest Gump	#48
How I Met Your Mother	#50

**25-54s**

Revenge	#1
My Kitchen Rules – Wednesday	#2
My Kitchen Rules – Thursday	#3
My Kitchen Rules – Monday	#5
My Kitchen Rules – Tuesday	#6
Packed to the Rafters – Episode 1	#10
Packed to the Rafters – Episode 2	#15
Bones	#18
Please Marry My Boy	#20
Grey's Anatomy	#21
Sunday Night	#23
Seven News – Sunday	#24
How I Met Your Mother	#25
Castle	#26
Border Security	#27
The Force	#28
Home and Away	#31
Better Homes and Gardens	#37
Seven News – Monday-Friday	#41
Desperate Housewives	#42
How I Met Your Mother	#43
Seven News – Saturday	#45
Today Tonight	#46
Raiders of the Lost Ark	#48
How I Met Your Mother	#49

**18-49s**

Revenge	#1
My Kitchen Rules – Wednesday	#2
My Kitchen Rules – Thursday	#3
My Kitchen Rules – Monday	#4
My Kitchen Rules – Tuesday	#6
Packed to the Rafters – Episode 1	#9
Packed to the Rafters – Episode 2	#14
Please Marry My Boy	#17
How I Met Your Mother	#19
Bones	#21
Grey's Anatomy	#23
Sunday Night	#24
Castle	#26
Border Security	#27
The Force	#29
Home and Away	#30
Seven News – Sunday	#33
How I Met Your Mother	#35
Better Homes and Gardens	#42
Desperate Housewives	#44
How I Met Your Mother	#45
Raiders of the Lost Ark	#46
Seven News – Monday-Friday	#48
Today Tonight	#50

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Share and audience data analysis for individual programmes live and as live and includes multiple channels on all five free-to-air networks. Oztam Data. Live and As-Live. Final programme performance and ranking information subject to change when not based on final programme logs.

### Primetime audience demographics for primary channels

#### 6:00pm-10:30pm Week 7, 2012 v Week 7, 2011

Audience shares	Seven	Nine	Ten
All People	44.0% (39.2%)	33.5% (34.6%)	22.5% (26.3%)
16-39s	42.3% (37.3%)	31.3% (30.6%)	26.4% (32.1%)
18-49s	42.6% (37.4%)	32.1% (32.3%)	25.3% (30.4%)
25-54s	42.5% (37.1%)	33.0% (33.8%)	24.5% (29.0%)

#### 6:00pm-10:30pm Survey Year-to-Date vs same period in 2010

Audience shares	Seven	Nine	Ten
All People	44.0% (39.2%)	33.5% (34.6%)	22.5% (26.3%)
16-39s	42.3% (37.3%)	31.3% (30.6%)	26.4% (32.1%)
18-49s	42.6% (37.4%)	32.1% (32.3%)	25.3% (30.4%)
25-54s	42.5% (37.1%)	33.0% (33.8%)	24.5% (29.0%)

6:00pm-10:30pm. Three commercial channel – Seven, Nine and Ten – only audience shares

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

#### 6:00pm-10:30pm Week 7, 2012 v Week 7, 2011

Audience shares	Seven	Nine	Ten
All People	42.0% (39.3%)	33.6% (34.5%)	24.4% (26.2%)
16-39s	38.5% (36.2%)	32.3% (31.4%)	29.2% (32.4%)
18-49s	39.1% (36.6%)	32.9% (32.8%)	28.1% (30.6%)
25-54s	39.5% (36.6%)	33.5% (34.2%)	27.0% (29.2%)

#### 6:00pm-10:30pm Survey Year-to-Date vs same period in 2010

Audience shares	Seven	Nine	Ten
All People	42.0% (39.3%)	33.6% (34.5%)	24.4% (26.2%)
16-39s	38.5% (36.2%)	32.3% (31.4%)	29.2% (32.4%)
18-49s	39.1% (36.6%)	32.9% (32.8%)	28.1% (30.6%)
25-54s	39.5% (36.6%)	33.5% (34.2%)	27.0% (29.2%)

6:00pm-10:30pm. Combined commercial channels – including all digital channels – audience shares

Source: OzTAM. Copyright of the Data is owned by OzTAM. The Data may not be reproduced, published or communicated (electronically or in hard copy) without the prior written consent of OzTAM. Data: prior latest week Consolidated (Live + As Live + TSV) and latest week Overnight (Live + As Live). 2012 Survey Wk 7: W/C 12/2/12 vs 2011 Survey Wk 7: W/C 6/2/11  
Commercial 3 Station Shares = Seven, Nine and TEN (excludes, 7TWO, 7mate, GO!, Gem, ONE and ELEVEN).

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Commercial Stations = Seven TTL (Seven + 7TWO + 7mate), Nine TTL (Nine + GO! + Gem) and TEN TTL (TEN + ONE + ELEVEN). Digital Channel launch: 7TWO Wk 45, 2009, 7mate Wk 40, 2010, GO! Wk 35, 2009, Gem Wk 40, 2010, ONE Wk 16, 2009 and ELEVEN Wk 3, 2011.

## Primetime Programming Analysis

### Sunday

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Bones	#5
Sunday Night	#4	Sunday Night	#8
Border Security	#6	Seven News	#8
The Force	#8	Border Security	#10
Bones	#9		
<b>16-39s</b>		<b>18-49s</b>	
Bones	#5	Bones	#6
The Force	#8	Sunday Night	#8
Border Security	#9	Border Security	#9
Castle	#10	Castle	#10

- Seven News** (1.189 million).
- Sunday Night** (1.139 million) peaks at 1.432 million, is up 15% Sunday-on-Sunday and delivers 56% more viewers than Young Talent Time.
- Border Security** (1.093 million) is up 14% Sunday-on-Sunday, peaks at 1.249 million and ranks in the top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The Force** (1.045 million) is up 11% Sunday-on-Sunday and peaks at 1.250 million.
- Bones** (1.033 million) peaks at 1.188 million, is up 5% on Homeland and ranks in the top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Castle** (0.889 million) peaks at 1.021 million, wins in total viewers and ranks in the top ten programmes for 16-39s and 18-49s.

### Monday

- 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 20% on Nine and up 167% on Ten in total viewers.
  - Seven is up 19% on Nine and up 173% on Ten in 16-39s. Seven is up 16% on Nine and up 165% on Ten in 18-49s. Seven is up 11% on Nine and up 152% 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 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 18% on Nine (Nine + Go + Gem) and up 114% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 12% on Nine and up 91% on Ten in 16-39s. Seven is up 9% on Nine and up 90% on Ten in 18-49s. Seven is up 5% on Nine and up 84% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise is up 10% Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 63% on Mornings and up 291% on The Circle.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Revenge	#1	Revenge	#1
My Kitchen Rules	#2	My Kitchen Rules	#2
Seven News	#4	Home and Away	#8
Today Tonight	#6	How I Met Your Mother 1	#9
Home and Away	#9	Today Tonight	#10
<b>16-39s</b>		<b>18-49s</b>	
Revenge	#1	Revenge	#1
My Kitchen Rules	#2	My Kitchen Rules	#2
How I Met Your Mother 1	#5	How I Met Your Mother 1	#6
How I Met Your Mother 2	#8	Home and Away	#9
Home and Away	#10	How I Met Your Mother 2	#10

- **Seven News** (1.374 million). Seven News wins network – up 222,000 viewers on Nine News, a 19% audience advantage.
- **Today Tonight** (1.323 million). Today Tonight wins network – up 416,000 viewers on A Current Affair, a 46% audience advantage.
- **Home and Away** (1.039 million) wins and is up 9% on The Big Bang Theory and up 34% on The Biggest Loser.
- **My Kitchen Rules** (1.673 million):
  - peaks at 2.581 million.
  - ranks only behind Revenge as Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s, and dominates in all key audience demographics: 30 share in total viewers, 34 share in 16-39s, 34 share in 18-49s and 33 share in 25-54s.
- **Revenge** (2.067 million):
  - peaks at 2.424 million and is up 82% on Alcatraz.
  - dominates as Monday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 40 share in total viewers, 43 share in 16-39s, 43 share in 18-49s and 41 share in 25-54s.
- **How I Met Your Mother – Episode 1** (0.801 million) wins in 16-39s and ranks in the top ten programmes for 16-39s, 18-49s and 25-54s – 31 share in 16-39s and 28 share in 18-49s.
- **How I Met Your Mother – Episode 2** (0.615 million) wins in 16-39s and ranks in the top ten programmes for 16-39s – 31 share in 16-39s and 26 share in 18-49s.

## 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 58% on Nine and up 69% on Ten in total viewers.
  - Seven is up 37% on Nine and up 82% on Ten in 16-39s. Seven is up 43% on Nine and up 75% on Ten in 18-49s. Seven is up 37% on Nine and up 69% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 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 42% on Nine (Nine + Go + Gem) and up 58% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 29% on Nine and up 62% on Ten in 16-39s. Seven is up 32% on Nine and up 59% on Ten in 18-49s. Seven is up 28% on Nine and up 54% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 20% on Today in total viewers (and up 23% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 59% on Mornings and up 222% on The Circle.
- Seven scores in the most-watched programmes:

### All People

My Kitchen Rules	#1
Packed to the Rafters	#2
Packed to the Rafters	#3
Seven News	#4
Today Tonight	#6
Home and Away	#9

### 25-54s

My Kitchen Rules	#1
Packed to the Rafters	#2
Packed to the Rafters	#4
Home and Away	#7

### 16-39s

My Kitchen Rules	#1
Packed to the Rafters	#2
Packed to the Rafters	#4
Home and Away	#6

### 18-49s

My Kitchen Rules	#1
Packed to the Rafters	#2
Packed to the Rafters	#3
Home and Away	#6

- **Seven News** (1.165 million). Seven News wins network – up 111,000 viewers on Nine News, an 11% audience advantage.
- **Today Tonight** (1.110 million). Today Tonight wins network – up 252,000 viewers on A Current Affair, a 29% audience advantage.
- **Home and Away** (0.981 million) wins and is up 27% on The Big Bang Theory and up 37% on The Biggest Loser.

- **My Kitchen Rules** (1.535 million):
  - peaks at 1.998 million.
  - dominates in total viewers and in all key audiences and is Tuesday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 32 share in total viewers, 37 share in 16-39s, 38 share in 18-49s and 37 share in 25-54s.
- **Packed to the Rafters – Episode 1** (1.445 million):
  - up 49% on NCIS and peaks at 1.770 million.
  - dominates in total viewers and in all key audiences and ranks only behind My Kitchen Rules as Tuesday's number 1 for total viewers, 16-39s, 18-49s and 25-54s: 31 share in total viewers, 34 share in 16-39s, 33 share in 18-49s and 31 share in 25-54s.
- **Packed to the Rafters – Episode 2** (1.250 million):
  - up 30% on NCIS and dominates in total viewers, 16-39s, 18-49s and 25-54s.
  - ranks in the top four most-watched programmes in all key demographics: 34 share in all people, 33 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.

### Wednesday

- 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 39% on Nine and up 108% on Ten in total viewers.
  - Seven is up 64% on Nine and up 104% on Ten in 16-39s. Seven is up 59% on Nine and up 100% on Ten in 18-49s. Seven is up 45% on Nine and up 91% 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.
- 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 37% on Nine (Nine + Go + Gem) and up 92% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 46% on Nine and up 73% on Ten in 16-39s. Seven is up 43% on Nine and up 74% on Ten in 18-49s. Seven is up 36% on Nine and up 75% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today in total viewers (and in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 80% on Mornings and up 234% on The Circle.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Please Marry My Boy	#2
Home and Away	#4	Home and Away	#3
Please Marry My Boy	#5	Seven News	#7
Today Tonight	#6	How I Met Your Mother	#10
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Please Marry My Boy	#2	Please Marry My Boy	#2
How I Met Your Mother	#3	Home and Away	#3
Home and Away	#4	How I Met Your Mother	#6
How I Met Your Mother	#7	How I Met Your Mother	#9
How I Met Your Mother	#8		

- **Seven News** (1.197 million). Seven News wins network – up 74,000 viewers on Nine News, a 7% audience advantage.
- **Today Tonight** (1.034 million). Today Tonight wins network – up 63,000 viewers on A Current Affair, a 6% audience advantage.
- **Home and Away** (1.042 million) wins and is up 45% on The Big Bang Theory and up 46% on The Biggest Loser.
- **My Kitchen Rules** (1.933 million):
  - peaks at 2.354 million.
  - dominates in total viewers and in all key audiences and is Wednesday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 39 share in total viewers, 45 share in 16-39s, 45 share in 18-49s and 44 share in 25-54s.
- **Please Marry My Boy** (1.036 million):
  - dominates in total viewers and in all key audiences.
  - ranks only behind My Kitchen Rules as Wednesday's most-watched programme for 16-39s, 18-49s and 25-54s: 27 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.

## Thursday

- 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 45% on Nine and up 117% on Ten in total viewers.
  - Seven is up 137% on Nine and up 92% on Ten in 16-39s. Seven is up 103% on Nine and up 106% on Ten in 18-49s. Seven is up 75% on Nine and up 110% 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 28% on Nine (Nine + Go + Gem) and up 90% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 29% on Nine and up 55% on Ten in 16-39s. Seven is up 29% on Nine and up 64% on Ten in 18-49s. Seven is up 25% on Nine and up 71% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today in total viewers (and in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 104% on Mornings and up 174% on The Circle.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Grey's Anatomy	#2
Home and Away	#4	Home and Away	#3
Today Tonight	#5	Desperate Housewives	#4
Grey's Anatomy	#8	Seven News	#8
		Today Tonight	#10
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#2	Grey's Anatomy	#2
Grey's Anatomy	#3	Home and Away	#3
Desperate Housewives	#5	Desperate Housewives	#5
		Seven News	#7
		Today Tonight	#10

- **Seven News** (1.098 million). Seven News wins network – up 73,000 viewers on Nine News, a 7% audience advantage.
- **Today Tonight** (0.992 million). Today Tonight wins network – up 112,000 viewers on A Current Affair, a 13% audience advantage.
- **Home and Away** (1.024 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and is up 43% on The Big Bang Theory and up 44% on The Biggest Loser.
- **My Kitchen Rules** (1.796 million):
  - peaks at 2.224 million viewers.
  - Thursday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 38 share in all people, 46 share in 16-39s, 45 share in 18-49s and 44 share in 25-54s.
- **Grey's Anatomy** (0.776 million):
  - wins in total viewers, 16-39s, 18-49s and 25-54s.
  - ranks only behind My Kitchen Rules as the most-watched programme for 18-49s and 25-54s: 26 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.
- **Desperate Housewives** (0.559 million) wins in total viewers, 16-39s, 18-49s and 25-54s.

## Friday

- 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 33% on Nine and up 114% on Ten in total viewers.
  - Seven is up 37% on Nine and up 58% on Ten in 16-39s. Seven is up 30% on Nine and up 72% on Ten in 18-49s. Seven is up 31% on Nine and up 85% 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 21% on Nine (Nine + Go + Gem) and up 82% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 21% on Nine and up 21% on Ten in 16-39s. Seven is up 18% on Nine and up 32% on Ten in 18-49s. Seven is up 20% on Nine and up 49% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 14% on Today in total viewers (and up 14% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 57% on Mornings and up 202 on The Circle.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Better Homes and Gardens	#1
Today Tonight	#2	Seven News	#3
Better Homes and Gardens	#4	Home and Away	#4
Home and Away	#5	Today Tonight	#5
		Forrest Gump	#7
<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#2	Better Homes and Gardens	#1
Home and Away	#3	Home and Away	#2
Forrest Gump	#4	Forrest Gump	#4
Today Tonight	#8	Today Tonight	#8
Seven News	#9	Seven News	#9

- **Seven News** (1.112 million). Seven News wins network – up 133,000 viewers on Nine News, a 14% audience advantage.
- **Today Tonight** (1.075 million). Today Tonight wins network.
- **Home and Away** (0.814 million) is up 34% on The Biggest Loser.
- **Better Homes and Gardens** (0.921 million) peaks at 1.095 million, wins in total viewers and all key demographics, and is Friday's most-watched programme for 18-49s and 25-54s and one of the top two most-watched programmes for 16-39s.
- **Friday Night At The Movies: Forrest Gump** (0.529 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 28 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.

## Saturday

- 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 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 wins in breakfast television. Weekend Sunrise leads Weekend Today in total viewers across 7:00-9:00am.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#1
Raiders of the Lost Ark	#5	Raiders of the Lost Ark	#2
Patriot Games	#10	Patriot Games	#9
<b>16-39s</b>		<b>18-49s</b>	
Raiders of the Lost Ark	#1	Raiders of the Lost Ark	#1
Seven News	#2	Seven News	#2
		Patriot Games	#10

- **Seven News** (1.094million). Seven News wins network – up 233,000 viewers on Nine News, a 27% audience advantage.
- **Saturday Night At The Movies: Indiana Jones and the Raiders of the Lost Ark** (0.746 million) wins in total viewers and in all key demographics, and is Saturday's most-watched programme for 16-39s and 18-49s and one of the top two most-watched programmes for 25-54s – 25 share in 16-39s, 29 share in 18-49s and 28 share in 25-54s.