

25 February 2013

Seven Network Ratings Report

Week 8: 17 February – 23 February 2013



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 25% on Nine and up 124% on Ten in total viewers.
- Seven is up 17% on Nine and up 80% on Ten in 16-39s. Seven is up 15% on Nine and up 88% on Ten in 18-49s. Seven is up 13% on Nine and up 91% 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, 18-49s and 25-54s.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.
- Seven (Seven + 7TWO + 7mate) is up 23% on Nine (Nine + Go + Gem) and up 98% on Ten (Ten + One + Eleven) in total viewers.
- Seven is up 13% on Nine and up 63% on Ten in 16-39s. Seven is up 11% on Nine and up 62% on Ten in 18-49s. Seven is up 10% on Nine and up 65% on Ten in 25-54s.

Seven dominates the most-watched programmes.

- Sunday Night peaks at 1.406 million and wins in total viewers.
- Border Security peaks at 1.242million. The Force peaks at 1.613 million and wins. Downton Abbey peaks at 1.689 million and wins.
- My Kitchen Rules peaks at 2.729 million and dominates Monday. Revenge peaks at 1.978 million and wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.472 million and dominates Tuesday. Packed to the Rafters peaks at 1.749 million and wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.207 million and dominates Wednesday. Last Resort wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.297 million and dominates Thursday. Bones wins in total viewers, 16-39s, 18-49s and 25-54s.

Seven wins in public affairs.

- Today Tonight leads A Current Affair.

Live and As-Live Data

Week 8 Primetime Shares

ABC1:	13.6%
Seven:	25.3%
Nine:	20.2%
Ten:	11.3%
SBS1:	4.2%

ABC2:	2.7%
ABC3:	0.8%
ABC News 24:	1.0%
7TWO:	4.2%
7mate:	3.6%
GO!:	3.6%
Gem:	3.1%
One:	2.3%
Eleven:	3.2%
SBS2:	0.9%
NITV:	0.1%

Week 8 Combined Multiple Channels Primetime Shares

ABC:	18.1%
Seven:	33.1%
Nine:	26.9%
Ten:	16.8%
SBS:	5.1%

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, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	25.3%	20.2%	11.3%	13.6%	4.2%
16-39s	25.9%	22.0%	14.3%	6.2%	3.0%
18-49s	25.9%	22.5%	13.7%	7.8%	3.2%
25-54s	25.7%	22.6%	13.5%	8.6%	3.4%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 8, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	33.1%	26.9%	16.8%	18.1%	5.1%
16-39s	34.3%	30.3%	21.2%	10.6%	3.6%
18-49s	33.5%	30.1%	20.6%	12.0%	3.8%
25-54s	33.0%	30.0%	20.0%	12.8%	4.2%

FTA Channels and Total TV

Copyright Oztam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live). Week YOY is Overnight and Survey YTD is Consolidated for all data except latest week which is Overnight.

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 16% on Nine and up 111% on Ten.
- 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 and 16-39s.
 - Seven (Seven + 7TWO + 7mate) is up 16% on Nine (Nine + Go + Gem) and up 58% on Ten (Ten + One + Eleven).
 - Seven is up 4% on Nine and up 11% on Ten in 16-39s. Seven is up 9% on Ten in 18-49s. Seven is up 11% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 14% on Weekend Today in total viewers (and up 16% on Weekend Today in all viewers under 55) across 7:00-10:00am.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#8
Downton Abbey	#2	The Force	#9
Sunday Night	#4	Sunday Night	#10
The Force	#5		
Border Security	#8		
16-39s		18-49s	
The Force	#7	Downton Abbey	#8
Downton Abbey	#8	The Force	#9
Border Security	#9	Seven News	#10
Seven News	#10		

- **Seven News** (1.230 million). Seven News wins network – up 60,000 viewers on Nine News, a 5% audience advantage.
- **Sunday Night** (1.186 million) peaks at 1.406 million and wins its timeslot – 26 share in total viewers.
- **Border Security** (1.100 million) peaks at 1.242 million.
- **The Force** (1.192 million) peaks at 1.613 million and wins its timeslot.
- **Downton Abbey** (1.211 million) peaks at 1.689 million, wins its timeslot and is one of Sunday's top two most-watched programmes – 25 share in total viewers.

Monday

- Seven wins in 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 30% on Nine and up 203% on Ten in total viewers.
 - Seven is up 43% on Nine and up 165% on Ten in 16-39s. Seven is up 32% on Nine and up 170% on Ten in 18-49s. Seven is up 22% on Nine and up 164% 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 27% on Nine (Nine + Go + Gem) and up 143% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 28% on Nine and up 122% on Ten in 16-39s. Seven is up 23% on Nine and up 119% on Ten in 18-49s. Seven is up 16% on Nine and up 115% on Ten in 25-54s.
- Seven wins in morning television. The Morning Show is up 45% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Revenge	#2
Revenge	#4	Seven News	#7
Today Tonight	#6	Home and Away	#9
Home and Away	#10	Today Tonight	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Revenge	#2	Revenge	#2
Home and Away	#6	Seven News	#7
How I Met Your Mother 1	#7	Home and Away	#9
How I Met Your Mother 2	#8	Today Tonight	#10
Seven News	#9		

- **My Kitchen Rules** (2.118 million) peaks at 2.729 million and is Monday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 39 share in total viewers, 45 share in 16-39s, 43 share in 18-49s and 41 share in 25-54s.
- **Revenge** (1.288 million) peaks at 1.978 million and wins in total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 28 share in 16-39s, 30 share in 18-49s and 29 share in 25-54s.

Tuesday

- Seven wins in 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 159% on Ten in total viewers.
 - Seven is up 55% on Nine and up 198% on Ten in 16-39s. Seven is up 55% on Nine and up 183% on Ten in 18-49s. Seven is up 46% on Nine and up 158% 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 54% on Nine (Nine + Go + Gem) and up 125% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 48% on Nine and up 142% on Ten in 16-39s. Seven is up 50% on Nine and up 125% on Ten in 18-49s. Seven is up 42% on Nine and up 113% on Ten in 25-54s.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Packed to the Rafters	#2	Packed to the Rafters	#2
Seven News	#4	Seven News	#8
Today Tonight	#7	Parenthood	#9
Home and Away	#10	Home and Away	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Packed to the Rafters	#2	Packed to the Rafters	#2
Home and Away	#6	Seven News	#8
Parenthood	#9	Parenthood	#9
		Home and Away	#10

- **My Kitchen Rules** (1.978 million) peaks at 2.472 million and is Tuesday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 39 share in total viewers, 47 share in 16-39s, 45 share in 18-49s and 42 share in 25-54s.
- **Packed to the Rafters** (1.340 million) peaks at 1.749 million and dominates in total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 34 share in 16-39s, 34 share in 18-49s and 33 share in 25-54s.
- **Parenthood** (0.603 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 28 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 8% on Nine and up 145% on Ten.
- 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.
 - Seven + 7TWO + 7mate is up 9% on Nine + Go + Gem and up 113% on Ten + One + Eleven.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Last Resort	#3	Last Resort	#2
Seven News	#4	Seven News	#8
Today Tonight	#7	Home and Away	#9
Home and Away	#9	Highway Patrol	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Last Resort	#3	Last Resort	#3
Home and Away	#5	Home and Away	#6
Seven News	#9	Seven News	#9
Highway Patrol	#10	Highway Patrol	#10

- **My Kitchen Rules** (1.760 million) peaks at 2.207 million and is Wednesday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 36 share in total viewers, 43 share in 16-39s, 41 share in 18-49s and 39 share in 25-54s.
- **Last Resort** (1.117 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 26 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.

Thursday

- Seven wins in 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 40% on Nine and up 188% on Ten in total viewers.
 - Seven is up 63% on Nine and up 111% on Ten in 16-39s. Seven is up 58% on Nine and up 138% on Ten in 18-49s. Seven is up 53% on Nine and up 146% 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 32% on Nine (Nine + Go + Gem) and up 110% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 23% on Nine and up 60% on Ten in 16-39s. Seven is up 24% on Nine and up 64% on Ten in 18-49s. Seven is up 25% on Nine and up 68% on Ten in 25-54s.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Bones	#3
Today Tonight	#5	Home and Away	#5
Home and Away	#6	Seven News	#7
Bones	#9	Today Tonight	#8
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Bones	#3	Bones	#3
Today Tonight	#7	Home and Away	#4
Seven News	#8	Seven News	#6
		Today Tonight	#8

- **My Kitchen Rules** (1.862 million) peaks at 2.297 million and is Thursday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 41 share in total viewers, 47 share in 16-39s, 46 share in 18-49s and 46 share in 25-54s.
- **Bones** (0.841 million) wins in total viewers, 16-39s, 18-49s and 25-54s.

Friday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 2% on Nine and up 159% on Ten.
- 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.
 - Seven + 7TWO + 7mate is up 7% on Nine + Go + Gem and up 116% on Ten + One + Eleven.
- Seven wins in morning television. The Morning Show leads Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Better Homes and Gardens	#3
Better Homes and Gardens	#5	Seven News	#6
Today Tonight	#7	Home and Away	#8
Home and Away	#8	Today Tonight	#9
16-39s		18-49s	
Better Homes and Gardens	#4	Better Homes and Gardens	#2
Home and Away	#5	Home and Away	#6
Today Tonight	#7	Seven News	#7
Seven News	#8	Today Tonight	#9

- **Better Homes and Gardens** (0.883 million) ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 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 31% on Nine and up 28% on Ten in total viewers.
 - Seven is up 31% on Nine and up 11% on Ten in 16-39s. Seven is up 27% on Nine and up 24% on Ten in 18-49s. Seven is up 32% on Nine and up 36% 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, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 23% on Nine (Nine + Go + Gem) and up 38% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 11% on Nine in 16-39s. Seven is up 8% on Nine and up 5% on Ten in 18-49s. Seven is up 12% on Nine and up 20% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
Indiana Jones	#4	Indiana Jones	#3
		Tron	#8
16-39s		18-49s	
Indiana Jones	#1	Indiana Jones	#1
Seven News	#3	Seven News	#3
Tron	#6	Tron	#7

- **Seven News** (1.062 million). Seven News wins network – up 182,000 viewers on Nine News, a 21% audience advantage.
- **Saturday Night at the Movies: Indiana Jones and the Raiders of the Lost Ark** (0.707 million) wins in total viewers, 16-39s, 18-49s and 25-54s.