

4 March 2013

Seven Network Ratings Report

Week 9: 24 February – 2 March 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 36% on Nine and up 153% on Ten in total viewers.
- Seven is up 24% on Nine and up 111% on Ten in 16-39s. Seven is up 25% on Nine and up 116% on Ten in 18-49s. Seven is up 23% on Nine and up 117% on Ten in 25-54s.

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, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.
- Seven (Seven + 7TWO + 7mate) is up 29% on Nine (Nine + Go + Gem) and up 117% on Ten (Ten + One + Eleven) in total viewers.
- Seven is up 13% on Nine and up 76% on Ten in 16-39s. Seven is up 16% on Nine and up 78% on Ten in 18-49s. Seven is up 14% on Nine and up 79% on Ten in 25-54s.

Seven dominates the most-watched programmes.

- Sunday Night peaks at 1.363 million.
- Border Security wins. The Force wins. Downton Abbey wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.768 million and dominates Monday. Revenge wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.538 million and dominates Tuesday. Packed to the Rafters wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.902 million and dominates Wednesday. Last Resort wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.453 million and dominates Thursday. Bones wins in total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens dominates Friday. Pretty Woman wins in total viewers, 16-39s, 18-49s and 25-54s.
- Indiana Jones and the Temple of Doom and The Sorcerer's Apprentice win Saturday in total viewers, 16-39s, 18-49s and 25-54s.

Seven wins in breakfast television.

- Sunrise leads Today in total viewers across 6:00-9:00am.

Seven wins in morning television.

- The Morning Show is up 31% on Mornings.

Live and As-Live Data

Week 9 Primetime Shares

ABC1:	13.5%
Seven:	27.1%
Nine:	20.0%
Ten:	10.7%
SBS1:	3.9%

ABC2:	2.8%
ABC3:	0.7%
ABC News 24:	0.9%
7TWO:	3.9%
7mate:	3.4%
GO!:	3.8%
Gem:	2.8%
One:	2.3%
Eleven:	2.9%
SBS2:	1.1%
NITV:	0.1%

Week 9 Combined Multiple Channels Primetime Shares

ABC:	18.0%
Seven:	34.4%
Nine:	26.6%
Ten:	15.9%
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 9, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	27.1%	20.0%	10.7%	13.5%	3.9%
16-39s	28.0%	22.5%	13.3%	6.1%	2.3%
18-49s	28.0%	22.4%	12.9%	7.4%	2.9%
25-54s	27.6%	22.4%	12.7%	8.3%	3.2%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 9, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	34.4%	26.6%	15.9%	18.0%	5.1%
16-39s	35.2%	31.0%	20.1%	10.7%	3.2%
18-49s	34.7%	30.1%	19.5%	11.8%	3.9%
25-54s	34.1%	29.9%	19.0%	12.7%	4.4%

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 72% on Ten.
- 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 6% on Nine + go + Gem and up 54% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Weekend Sunrise is up 25% on Weekend Today in total viewers (and up 30% on Weekend Today in all viewers under 55) across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Downton Abbey	#2	The Force	#5
The Force	#3	Border Security	#6
Border Security	#4	Downton Abbey	#7
Seven News	#5	Seven News	#10
Sunday Night	#6		
16-39s		18-49s	
Downton Abbey	#6	Downton Abbey	#5
The Force	#7	The Force	#6
Border Security	#9	Border Security	#7

- **Seven News** (1.210 million). Seven News wins network – up 127,000 viewers on Nine News, a 12% audience advantage.
- **Sunday Night** (1.190 million) peaks at 1.363 million and has more viewers than 60 Minutes – 25 share in total viewers.
- **Border Security** (1.264 million) peaks at 1.452 million and wins in total viewers.
- **The Force** (1.305 million) peaks at 1.664 million and in total viewers.
- **Downton Abbey** (1.330 million) peaks at 1.698 million and wins in total viewers, 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 18% on Nine and up 204% on Ten in total viewers.
 - Seven is up 18% on Nine and up 178% on Ten in 16-39s. Seven is up 12% on Nine and up 188% on Ten in 18-49s. Seven is up 9% on Nine and up 178% 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 21% on Nine (Nine + Go + Gem) and up 160% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 10% on Nine and up 137% on Ten in 16-39s. Seven is up 9% on Nine and up 137% on Ten in 18-49s. Seven is up 6% on Nine and up 124% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

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

- **My Kitchen Rules** (2.202 million) peaks at 2.768 million and is Monday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 42 share in total viewers, 49 share in 16-39s, 41 share in 18-49s and 44 share in 25-54s.
- **Revenge** (1.320 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks only behind My Kitchen Rules as Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 32 share in 16-39s, 33 share in 18-49s and 31 share in 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 43% on Nine and up 152% on Ten in total viewers.
 - Seven is up 35% on Nine and up 175% on Ten in 16-39s. Seven is up 32% on Nine and up 173% on Ten in 18-49s. Seven is up 26% on Nine and up 151% 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 42% on Nine (Nine + Go + Gem) and up 124% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 43% on Nine and up 145% on Ten in 16-39s. Seven is up 37% on Nine and up 134% on Ten in 18-49s. Seven is up 29% on Nine and up 118% on Ten in 25-54s.

- 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	#3
Seven News	#4	Seven News	#9
Today Tonight	#8	Home and Away	#10
Home and Away	#10		

16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Packed to the Rafters	#3	Packed to the Rafters	#3
Home and Away	#7	Home and Away	#8
Parenthood	#10	Seven News	#10

- **My Kitchen Rules** (2.076 million) peaks at 2.538 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, 46 share in 16-39s, 45 share in 18-49s and 42 share in 25-54s.
- **Packed to the Rafters** (1.412 million) dominates in total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 32 share in 16-39s, 32 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 59% on Nine and up 183% on Ten in total viewers.
 - Seven is up 42% on Nine and up 138% on Ten in 16-39s. Seven is up 49% on Nine and up 140% on Ten in 18-49s. Seven is up 50% on Nine and up 152% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 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 43% on Nine (Nine + Go + Gem) and up 148% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 29% on Nine and up 97% on Ten in 16-39s. Seven is up 36% on Nine and up 101% on Ten in 18-49s. Seven is up 34% on Nine and up 115% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 89% on Mornings.

- Seven scores in the most-watched programmes:

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

- Seven News** (1.237 million). Seven News wins network – up 54,000 viewers on Nine News, a 5% audience advantage.
- Today Tonight** (1.053 million). Today Tonight wins network – up 87,000 viewers on A Current Affair, a 9% audience advantage.
- Home and Away** (1.003 million).
- My Kitchen Rules** (2.355 million) peaks at 2.902 million and is Wednesday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 44 share in total viewers, 49 share in 16-39s, 49 share in 18-49s and 48 share in 25-54s.
- Last Resort** (0.928 million) wins in total viewers, 16-39s, 18-49s and 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 248% on Ten in total viewers.
 - Seven is up 73% on Nine and up 219% on Ten in 16-39s. Seven is up 69% on Nine and up 214% on Ten in 18-49s. Seven is up 53% on Nine and up 217% 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 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 41% on Nine (Nine + Go + Gem) and up 154% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 42% on Nine and up 116% on Ten in 16-39s. Seven is up 42% on Nine and up 113% on Ten in 18-49s. Seven is up 30% on Nine and up 110% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.

- Seven wins in morning television. The Morning Show is up 50% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Bones – Episode 1	#3
Today Tonight	#5	Home and Away	#4
Home and Away	#6	Seven News	#5
Bones – Episode 1	#9	Today Tonight	#8
		Bones – Episode 2	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Bones – Episode 1	#3
Bones – Episode 1	#4	Home and Away	#4
Seven News	#5	Seven News	#5
Today Tonight	#6	Today Tonight	#6
Bones – Episode 2	#8	Bones – Episode 2	#9

- **Seven News** (1.164 million). Seven News wins network – up 44,000 viewers on Nine News, a 4% audience advantage.
- **Today Tonight** (1.028 million). Today Tonight wins network – up 76,000 viewers on A Current Affair, an 8% audience advantage.
- **Home and Away** (1.013 million) – 27 share in 16-39s and 25 share in 18-49s.
- **My Kitchen Rules** (1.952 million) peaks at 2.453 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, 48 share in 16-39s, 47 share in 18-49s and 45 share in 25-54s.
- **Bones** (0.916 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 25 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.

Friday

- 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 47% on Nine and up 210% on Ten in total viewers.
 - Seven is up 29% on Nine and up 211% on Ten in 16-39s. Seven is up 32% on Nine and up 150% on Ten in 18-49s. Seven is up 33% on Nine and up 152% 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 35% on Nine (Nine + Go + Gem) and up 154% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 9% on Nine and up 101% on Ten in 16-39s. Seven is up 17% on Nine and up 100% on Ten in 18-49s. Seven is up 20% on Nine and up 98% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 26% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Better Homes and Gardens	#2	Better Homes and Gardens	#2
Seven News	#3	Pretty Woman	#4
Today Tonight	#6	Home and Away	#5
Home and Away	#8	Seven News	#6
Pretty Woman	#10	Today Tonight	#9
16-39s		18-49s	
Better Homes and Gardens	#2	Better Homes and Gardens	#2
Home and Away	#3	Home and Away	#3
Pretty Woman	#4	Pretty Woman	#4
Today Tonight	#7	Seven News	#6
Seven News	#8	Today Tonight	#9

- **Better Homes and Gardens** (1.090 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and is one of Friday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 29 share in 16-39s, 29 share in 18-49s and 29 share in 25-54s.
- **Friday Night At The Movies: Pretty Woman** (0.700 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 31 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

Saturday

- 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 81% on Ten in total viewers.
 - Seven is up 20% on Nine and up 57% on Ten in 16-39s. Seven is up 21% on Nine and up 66% on Ten in 18-49s. Seven is up 30% on Nine and up 72% 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 21% on Nine (Nine + Go + Gem) and up 61% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 19% on Ten in 16-39s. Seven is up 2% on Nine and up 25% on Ten in 18-49s. Seven is up 9% on Nine and up 35% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 10% on Weekend Today in total viewers (and up 14% 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	#2	Seven News	#2
Indiana Jones	#5	Indiana Jones	#3
The Sorcerer's Apprentice	#9	The Sorcerer's Apprentice	#4
V8s on Seven	#10	V8s on Seven	#7
16-39s		18-49s	
The Sorcerer's Apprentice	#2	Seven News	#2
Indiana Jones	#3	Indiana Jones	#3
Seven News	#6	The Sorcerer's Apprentice	#4
V8s on Seven	#8	V8s on Seven	#7

- **Seven News** (1.082 million).
- **Saturday Night At The Movies: Indiana Jones and the Temple of Doom** (0.733 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **Saturday Night At The Movies: The Sorcerer's Apprentice** (0.587 million) wins in total viewers, 16-39s, 18-49s and 25-54s.