

7 April 2014

## Seven Network Ratings Report

Week 14: 30 March – 5 April 2014

### 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 wins in primetime on digital channels.

- 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.

### Seven wins in breakfast television.

- Sunrise is up 9% on Today and up 880% on Wake Up in total viewers.

### Seven wins in morning television.

- The Morning Show is up 44% on Mornings and up 244% on Studio 10 in total viewers.

### Seven dominates the most-watched programmes:

- |                                |               |
|--------------------------------|---------------|
| - My Kitchen Rules – Monday    | 2.446 million |
| - My Kitchen Rules – Wednesday | 2.418 million |
| - My Kitchen Rules – Tuesday   | 2.394 million |
| - Resurrection                 | 2.358 million |
| - My Kitchen Rules – Sunday    | 2.337 million |
| - Seven News – Sunday          | 1.913 million |
| - Sunday Night                 | 1.845 million |
| - Downton Abbey                | 1.649 million |
| - The Blacklist                | 1.459 million |
| - Home and Away                | 1.437 million |
| - Seven News – Saturday        | 1.393 million |
| - Seven News                   | 1.357 million |
| - Revenge                      | 1.294 million |

Metropolitan + Regional Combined: Audiences



### **Seven delivers across primetime.**

- My Kitchen Rules peaks at 2.074 million and is one of Sunday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.718 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Downton Abbey peaks at 1.281 million, wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.033 million, and is Monday's number one most-watched programme for total viewers and one of the top two most-watched programmes for 16-39s, 18-49s and 25-54s,
- Revenge peaks at 1.240 million and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.120 million, is Tuesday's number one most-watched programme and in Tuesday's top four programmes for 16-39s, 18-49s and 25-54s.
- Resurrection peaks at 1.734 million, wins its timeslot and is top four in 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.056 million, dominates in all key audience demographics and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- The Blacklist 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 – 28 share in total viewers, 34 share in 16-39s, 33 share in 18-49s and 31 share in 25-54s.
- AFL on Seven: Saturday Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 34 share in total viewers, 45 share in 16-39s, 44 share in 18-49s and 41 share in 25-54s.

## **Live and As-Live Data**

### **Week 14 Primetime Shares**

ABC1:	13.3%
Seven:	23.8%
Nine:	24.2%
Ten:	8.4%
SBS1:	3.6%

ABC2:	2.5%
ABC3:	1.0%
ABC News 24:	1.3%
7TWO:	3.7%
7mate:	4.3%
GO!:	4.5%
Gem:	3.1%
One:	2.6%
Eleven:	2.7%
SBS2:	0.8%
NITV:	0.1%

### **Week 14 Combined Multiple Channels Primetime Shares**

ABC1:	18.1%
Seven:	31.8%
Nine:	31.8%
Ten:	13.7%
SBS:	4.6%

Ozdam Data. Share data for ABC, 7, 9, 10 and SBS represent network (aggregate) figures.

## Primetime audience demographics for primary channels

### 6:00pm-midnight Week 14, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	23.8%	24.2%	8.4%	13.3%	3.6%
16-39s	24.3%	27.9%	9.8%	4.9%	2.3%
18-49s	24.5%	27.0%	9.9%	6.2%	2.5%
25-54s	24.3%	26.9%	9.7%	7.5%	2.8%

## Primetime audience demographics for digital channels

### 6:00pm-midnight Week 14, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.7%	2.2%	2.6%	2.9%
7mate	4.3%	6.5%	6.1%	5.6%
GO!	4.5%	6.3%	6.0%	5.4%
Gem	3.1%	2.9%	3.0%	3.0%
GO!	2.6%	2.9%	3.1%	3.0%
Eleven	2.7%	4.3%	4.0%	3.7%
ABC2	2.5%	3.2%	2.7%	2.6%
ABC3	1.0%	0.5%	0.5%	0.5%
ABC News 24	1.3%	0.7%	0.9%	1.0%
SBS2	0.8%	1.2%	1.0%	1.1%
NITV	0.1%	0.1%	0.1%	0.1%

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

### 6:00pm-midnight Week 14, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.8%	31.8%	13.7%	18.1%	4.6%
16-39s	33.0%	37.1%	17.0%	9.3%	3.6%
18-49s	33.2%	36.0%	16.9%	10.3%	3.6%
25-54s	32.7%	35.4%	16.4%	11.5%	4.0%

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 leads Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Seven News	#4	Sunday Night	#6
Sunday Night	#6	Seven News	#7
Downton Abbey	#7	Downton Abbey	#8
16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Sunday Night	#5	Sunday Night	#5
Seven News	#7	Seven News	#7
Downton Abbey	#9	Downton Abbey	#8

- **Seven News** (1.330 million). Seven News wins – up 71,000 viewers on Nine News, a 6% audience advantage.
- **My Kitchen Rules** (1.571 million) peaks at 2.074 million and is one of Sunday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 33 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.

- **Sunday Night** (1.182 million) peaks at 1.718 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Downton Abbey** (1.091 million) peaks at 1.281 million, wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers.

## Monday

- Seven wins in breakfast television. Sunrise leads Today and is up 755% on Wake Up.
- Seven wins in morning television. The Morning Show is up 59% on Mornings and is up 154% on Studio 10.
- 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:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#2
Seven News	#6	Revenge	#6
Seven News – Today Tonight	#7	Home and Away	#8
Home and Away	#9	Seven News	#9
		Seven News – Today Tonight	#10
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#2	My Kitchen Rules	#2
Home and Away	#4	Revenge	#4
Revenge	#5	Home and Away	#8

- **Home and Away** (1.006 million) wins in 16-39s and 18-49s.
- **My Kitchen Rules** (1.659 million) peaks at 2.033 million, and is Monday's number one most-watched programme for total viewers and one of the top two most-watched programmes for 16-39s, 18-49s and 25-54s – 31 share in total viewers, 33 share in 16-39s, 33 share in 18-49s and 33 share in 25-54s.
- **Revenge** (0.854 million) peaks at 1.240 million and 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: up 6% on Nine and up 192% on Ten.
- 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.
  - Seven + 7TWO + 7mate is up 7% on Nine + Go + Gem and up 153% on Ten + One + Eleven in total viewers.

- Seven wins in breakfast television. Sunrise is up 17% on Today and up 953% on Wake Up.
- Seven wins in morning television. The Morning Show is up 63% on Mornings and up 333% on Studio 10.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#3
Resurrection	#2	Resurrection	#4
Seven News	#9	Home and Away	#7
Seven News – Today Tonight	#10		
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#3	Resurrection	#3
Resurrection	#4	My Kitchen Rules	#4
Home and Away	#7	Home and Away	#7

- **My Kitchen Rules** (1.621 million) peaks at 2.120 million, and is Tuesday's number one most-watched programme and in Tuesday's top four programmes for 16-39s, 18-49s and 25-54s: 32 share in total viewers, 34 share in 16-39s, 34 share in 18-49s and 34 share in 25-54s.
- **Resurrection** (1.547 million) peaks at 1.734 million, wins its timeslot and is top four in 16-39s, 18-49s and 25-54s – 33 share in total viewers, 36 share in 16-39s, 36 share in 18-49s and 35 share in 25-54s.

### Wednesday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers, 16-39s, 18-49s, 25-54s.
  - Seven is up 15% on Nine and up 193% on Ten in total viewers.
  - Seven is up 11% on Nine and up 138% on Ten in 16-39s. Seven is up 18% on Nine and up 141% on Ten in 18-49s. Seven is up 16% and up 160% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for total viewers, 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, 25-54s.
  - Seven (Seven + 7TWO + 7mate) is up 12% on Nine (Nine + Go + Gem) and up 143% on Ten (Ten + One + Eleven) in total viewers.
  - Seven ties with Nine and is up 83% on Ten in 16-39s. Seven is up 11% on Nine and up 94% on Ten in 18-49s. Seven is up 12% on Nine and up 115% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 11% on Today and up 971% on Wake Up.
- Seven wins in morning television. The Morning Show is up 23% on Mornings and up 282% on Studio 10.

- 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	#5	The Blacklist	#3
Seven News – Today Tonight	#6	Home and Away	#6
The Blacklist	#8	Seven News – Today Tonight	#9
Home and Away	#9	Seven News	#10
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
The Blacklist	#3	The Blacklist	#3
Home and Away	#4	Home and Away	#4
		Seven News – Today Tonight	#10

- Home and Away** (0.921 million) wins in 16-39s, 18-49s and 25-54s.
- My Kitchen Rules** (1.639 million):
  - peaks at 2.056 million
  - dominates in all key audience demographics and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 33 share in total viewers, 35 share in 16-39s, 35 share in 18-49s and 35 share in 25-54s.
- The Blacklist** (0.933 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 – 26 share in total viewers, 26 share in 18-49s and 26 share in 25-54s.

#### Thursday

- Seven wins in breakfast television. Sunrise is up 12% on Today and up 811% on Wake Up.
- Seven wins in morning television. The Morning Show is up 40% on Mornings and up 297% on Studio 10.
- Seven wins in primetime on digital channels. 7mate is the most-watched digital channel for total viewers, 16-39s, 18-49s and 25-54s.

#### Friday

- Seven wins in breakfast television. Sunrise leads Today and is up 973% on Wake Up.
- Seven wins in morning television. The Morning Show is up 34% on Mornings and is up 212% on Studio 10.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	Seven News	#5
Seven News – Today Tonight	#6	Today Tonight	#7
Better Homes and Gardens	#7	Better Homes and Gardens	#8
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven	#8	Better Homes and Gardens	#8
Better Homes and Gardens	#9	Seven News	#9
		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 – 28 share in total viewers, 34 share in 16-39s, 33 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 64% on Nine and up 192% on Ten in total viewers.
  - Seven is up 70% on Nine and up 206% on Ten in 16-39s. Seven is up 72% on Nine and up 179% on Ten in 18-49s. Seven is up 70% on Nine and up 160% on Ten in 25-54s
- Seven wins in primetime on digital channels.
  - 7mate 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 33% on Nine (Nine + Go + Gem) and up 151% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 48% on Nine and up 170% on Ten in 16-39s. Seven is up 44% on Nine and up 143% on Ten in 18-49s. Seven is up 45% on Nine and up 129% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Seven News	#1
AFL on Seven	#6	AFL on Seven	#3
AFL on Seven – Pre-Match	#8	AFL on Seven – Pre-Match	#5
		Spider-Man 3	#9
		AFL on Seven – Pre-Game	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#1	Seven News	#1
AFL on Seven	#3	AFL on Seven	#3
AFL on Seven – Pre-Match	#5	AFL on Seven – Pre-Match	#4
Spider-Man 3	#6	Spider-Man 3	#6
AFL on Seven – Pre-Game	#7	AFL on Seven – Pre-Game	#7
AFL on Seven – Afternoon	#9	AFL on Seven – Post-Game	#10

- **AFL on Seven: Saturday Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 34 share in total viewers, 45 share in 16-39s, 44 share in 18-49s and 41 share in 25-54s.