

26 May 2014

Seven Network Ratings Report

Week 21: 18 May – 24 May 2014

Seven wins in news and public affairs.

- Seven News wins at 6:00pm.
- Seven News – Today Tonight wins at 6:30pm

Seven wins in breakfast television.

- Sunrise is up 18% on Today.

Seven wins in morning television.

- The Morning Show is up 54% on Mornings.

Seven delivers across primetime.

- House Rules peaks at 1.590 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.322 million and ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- A Place To Call Home ranks in Sunday's top ten programmes for total viewers, 18-49s and 25-54s.
- House Rules peaks at 1.859 million, hits a 2014 audience high and is one of Monday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Revenge ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.359 million and ranks in Tuesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- Resurrection ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.528 million, dominates its timeslot, and is Wednesday's most-watched programme for 16-39s, 18-49s and 25-54s.
- AFL on Seven: Friday Night Football wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.
- AFL on Seven: Saturday Night Football wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.



Live and As-Live Data**Week 21 Primetime Shares**

ABC1:	12.7%
Seven:	21.1%
Nine:	22.2%
Ten:	11.7%
SBS1:	4.2%

ABC2:	2.8%
ABC3:	0.9%
ABC News 24:	1.1%
7TWO:	3.7%
7mate:	4.2%
GO!:	5.3%
Gem:	3.4%
One:	2.7%
Eleven:	2.9%
SBS2:	0.9%
NITV:	0.2%

Week 21 Combined Multiple Channels Primetime Shares

ABC1:	17.5%
Seven:	29.1%
Nine:	30.9%
Ten:	17.2%
SBS:	5.3%

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 21, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	21.1%	22.2%	11.7%	12.7%	4.2%
16-39s	20.1%	22.4%	15.2%	5.4%	2.8%
18-49s	20.7%	23.7%	14.3%	6.0%	3.0%
25-54s	20.8%	24.5%	13.8%	7.2%	3.4%

Primetime audience demographics for digital channels

6:00pm-midnight Week 21, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.7%	2.1%	2.4%	2.6%
7mate	4.2%	7.3%	6.3%	5.7%
GO!	5.3%	7.6%	6.9%	6.0%
Gem	3.4%	3.1%	3.2%	3.3%
GO!:	2.7%	3.4%	3.4%	3.3%
Eleven	2.9%	4.6%	4.2%	3.9%
ABC2	2.8%	3.4%	3.0%	2.8%
ABC3	0.9%	0.5%	0.5%	0.4%
ABC News 24	1.1%	0.7%	0.9%	0.9%
SBS2	0.9%	1.3%	1.2%	1.2%
NITV	0.2%	0.1%	0.2%	0.2%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 21, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.1%	30.9%	17.2%	17.5%	5.3%
16-39s	29.4%	33.1%	23.1%	10.1%	4.3%
18-49s	29.4%	33.8%	21.9%	10.4%	4.4%
25-54s	29.1%	33.8%	21.0%	11.3%	4.8%

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 breakfast television. Weekend Sunrise is up 13% on Weekend Today in total viewers.
- 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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	House Rules	#4
House Rules	#5	Seven News	#6
Sunday Night	#6	Sunday Night	#7
A Place To Call Home	#8	A Place To Call Home	#9
16-39s		18-49s	
House Rules	#4	House Rules	#3
Seven News	#6	Seven News	#6
Sunday Night	#7	Sunday Night	#7
		A Place To Call Home	#10

- **Seven News** (1.343 million).
- **House Rules** (1.271 million) peaks at 1.590 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.
- **Sunday Night** (0.926 million) peaks at 1.322 million and ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **A Place To Call Home** (0.852 million) ranks in Sunday's top ten programmes for total viewers, 18-49s and 25-54s.

Monday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise is up 24% on Today and up 1323% on Wake Up in total viewers.
- Seven wins in morning television. The Morning Show is up 86% on Mornings and up 304% on Studio 10.
- Million Dollar Minute wins at 5:30pm.
- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules	#2	House Rules	#2
Seven News	#3	Revenge	#9
Seven News – Today Tonight	#7	Seven News	#10
Home and Away	#9		
16-39s		18-49s	
House Rules	#2	House Rules	#2
Revenge	#6	Revenge	#6
Home and Away	#7	Home and Away	#8

- **Seven News** (1.298 million). Seven News wins network – up 55,000 viewers on Nine News, a 4% audience advantage.
- **Seven News – Today Tonight** (1.132 million).
- **Home and Away** (1.010 million) ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **House Rules** (1.487 million) peaks at 1.859 million, hits a 2014 audience high and is one of Monday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 30 share in 16-39s, 30 share in 18-49s and 29 share in 25-54s.
- **Revenge** (0.801 million) ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in news and public affairs.
- Seven wins in breakfast television. Sunrise is up 17% on Today and up 825% on Wake Up.
- Seven wins in morning television. The Morning Show is up 51% on Mornings and up 226% 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.
- Million Dollar Minute wins @ 5:30pm.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	House Rules	#1
Seven News – Today Tonight	#4	Seven News	#4
House Rules	#8	Home and Away	#9
Resurrection	#10	Resurrection	#10
16-39s		18-49s	
House Rules	#2	House Rules	#2
Home and Away	#5	Home and Away	#5
Resurrection	#6	Seven News	#6
Seven News	#7	Resurrection	#7
Bogan Hunters	#10		

- **Seven News** (1.375 million). Seven News wins network – up 178,000 viewers on Nine News, a 13% audience advantage.
- **Seven News – Today Tonight** (1.172 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.979 million) and wins in 16-39s and 18-49s.
- **House Rules** (1.146 million) peaks at 1.359 million and ranks in Tuesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Resurrection** (0.857 million) ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Bogan Hunters on 7mate** (393,000) delivers the biggest audience for any entertainment programme in 7mate's history.

Wednesday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 18-49s and 25-54s.
 - Seven is up 32% on Nine and up 51% on Ten in total viewers.
 - Seven is up 25% on Nine in 16-39s. Seven is up 24% on Nine and up 11% on Ten in 18-49s. Seven is up 16% on Nine and up 17% 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, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 19% on Nine (Nine + Go + Gem) and up 47% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 5% on Nine in 16-39s. Seven is up 5% on Nine and up 2% on Ten in 18-49s. Seven is up 4% on Nine and up 9% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise is up 16% on Today and up 657% on Wake Up.
- Seven wins in morning television. The Morning Show is up 50% on Mornings and up 221% on Studio 10.
- Million Dollar Minute wins at 5:30pm.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	House Rules	#1
House Rules	#2	Seven News	#6
Seven News Today Tonight	#3	Seven News – Today Tonight	#8
Home and Away	#7	Home and Away	#9
Million Dollar Minute	#10		
16-39s		18-49s	
House Rules	#1	House Rules	#1
Home and Away	#4	Home and Away	#4
Seven News	#7	Seven News	#7
Seven News – Today Tonight	#8	Seven News – Today Tonight	#8

- **Seven News** (1.337 million). Seven News wins network – up 188,000 viewers on Nine News, a 16% audience advantage.
- **Seven News – Today Tonight** (1.203 million). Seven News – Today Tonight wins network – up 100,000 viewers on Nine News – 6:30pm, a 9% audience advantage.
- **Home and Away** (0.951 million) wins in 16-39s and 18-49s.
- **House Rules** (1.272 million) peaks at 1.528 million, dominates its timeslot, and is Wednesday's most-watched programme for 16-39s, 18-49s and 25-54s – 27 share in total viewers, 28 share in 16-39s, 28 share in 18-49s and 29 share in 25-54s.

Thursday

- Seven wins in news and public affairs.
- Seven wins in breakfast television. Sunrise is up 16% on Today and up 730% on Wake Up.
- Seven wins in morning television. The Morning Show is up 50% on Mornings and up 142% on Studio 10.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s and 18-49s.
- Million Dollar Minute wins at 5:30pm.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Home and Away	#4
Seven News – Today Tonight	#3	Seven News	#6
Home and Away	#4	Seven News – Today Tonight	#7
Million Dollar Minute	#10		
16-39s		18-49s	
Home and Away	#2	Home and Away	#2
Seven News	#9	Seven News	#6
Border Security	#10	Seven News – Today Tonight	#9

- **Seven News** (1.229 million). Seven News wins network – up 125,000 viewers on Nine News, an 11% audience advantage.
- **Seven News – Today Tonight** (1.083 million). Seven News – Today Tonight wins network – up 113,000 viewers on Nine News – 6:30pm, a 12% audience advantage.
- **Home and Away** (0.972 million) wins in total viewers and is one of Thursday's top two most-watched programmes for 16-39s and 18-49s.

Friday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 5% on Nine and up 112% on Ten.
- Seven wins in breakfast television. Sunrise is up 10% on Today and up 468% on Today.
- Seven wins in morning television. The Morning Show is up 33% on Mornings and up 132% on Studio 10.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.084 million). Seven News wins network – up 16,000 viewers on Nine News, a 1% audience advantage.
- **Seven News – Today Tonight** (0.956 million). Seven News – Today Tonight wins network – up 19,000 viewers on Nine News – 6:30pm, a 2% audience advantage.
- **AFL on Seven: Friday Night Football** wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 26 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 25 share in 25-54s.

Saturday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 18-49s and 25-54s.
 - Seven is up 48% on Nine and up 153% on Ten in total viewers.
 - Seven is up 40% on Nine and up 114% on Ten in 16-39s. Seven is up 36% on Nine and up 129% on Ten in 18-49s. Seven is up 39% on Nine and up 132% 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, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 10% on Nine (Nine + Go + Gem) and up 105% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 15% on Nine and up 84% on Ten in 16-39s. Seven is up 16% on Nine and up 88% on Ten in 18-49s. Seven is up 18% on Nine and up 92% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 9% on Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
AFL on Seven	#8	Men In Black	#4
		AFL on Seven	#5
		AFL on Seven: Pre-Match	#6
16-39s		18-49s	
Seven News	#3	Seven News	#3
Men In Black	#4	AFL on Seven	#4
AFL on Seven	#5	Men in Black	#5
AFL on Seven: Pre-Match	#8	AFL on Seven: Pre-Match	#6

- **Seven News** (1.019 million). Seven News wins network – up 187,000 viewers on Nine News, a 22% audience advantage.
- **AFL on Seven: Saturday Night Football** wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 33 share in total viewers, 38 share in 16-39s, 38 share in 18-49s and 36 share in 25-54s.