

14 July 2014

Seven Network Ratings Report

Week 28: 6 July – 12 July 2014

Seven delivers across primetime.

- Seven is up 8.3% in total viewers, 6.9% in 16-39s, 4.5% in 18-49s and 4.8% in 25-54s on the same week in 2013.
- Seven + 7TWO + 7mate is up 10.5% in total viewers, 13.5% in 16-39s, 9.9% in 18-49s and 8.8% in 25-54s on the same week in 2013.
- House Rules - Final is up 13% on 2013.
- House Rules – Grand Final peaks at 2.186 million and dominates in total viewers, 16-39s, 18-49s and 25-54s.
- House Rules – Winner peaks at 2.216 million and is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night dominates in total viewers, 16-39s, 18-49s and 25-54s.
- A Place To Call Home peaks at 1.346 million and dominates in total viewers.
- AFL on Seven: Friday Night Football dominates 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.

Seven wins in breakfast television.

- Sunrise is up 20% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 50% on Mornings in total viewers.

Seven scores in the most-watched programmes:

- | | |
|-----------------------------|---------------|
| - House Rules – Winner | 3.134 million |
| - House Rules – Grand Final | 2.748 million |
| - Sunday Night | 1.986 million |
| - Seven News – Sunday | 1.938 million |
| - Seven News – Saturday | 1.536 million |
| - Seven News | 1.524 million |



-	A Place To Call Home	1.489 million
-	Home and Away	1.412 million
-	Better Homes and Gardens	1.370 million
-	Winners and Losers	1.338 million
-	Anh Does Brazil	1.271 million

Metropolitan + Regional Combined: Audiences

Live and As-Live Data

Week 28 Primetime Shares

ABC1:	12.1%
Seven:	20.0%
Nine:	22.4%
Ten:	12.6%
SBS1:	5.3%

ABC2:	2.9%
ABC3:	0.9%
ABC News 24:	1.0%
7TWO:	4.3%
7mate:	4.5%
GO!:	4.3%
Gem:	3.4%
One:	2.7%
Eleven:	3.0%
SBS2:	0.7%
NITV:	0.2%

Week 28 Combined Multiple Channels Primetime Shares

ABC1:	16.8%
Seven:	28.8%
Nine:	30.0%
Ten:	18.3%
SBS:	6.1%

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 28, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.0%	22.4%	12.6%	12.1%	5.3%
16-39s	18.6%	23.4%	17.1%	4.8%	4.2%
18-49s	18.9%	23.4%	16.5%	5.8%	4.9%
25-54s	19.5%	23.7%	16.1%	6.7%	5.1%

Primetime audience demographics for digital channels

6:00pm-midnight Week 28, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.3%	2.5%	2.8%	3.0%
7mate	4.5%	6.6%	6.2%	5.7%
GO!	4.3%	6.1%	5.6%	5.0%
Gem	3.4%	2.9%	2.9%	2.9%
One:	2.7%	3.0%	3.0%	3.1%
Eleven	3.0%	4.6%	4.4%	3.8%
ABC2	2.9%	3.9%	3.3%	3.1%
ABC3	0.9%	0.6%	0.6%	0.5%
ABC News 24	1.0%	0.6%	0.7%	0.7%
SBS2	0.7%	1.0%	0.9%	0.8%
NITV	0.2%	0.1%	0.2%	0.2%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 28, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.8%	30.0%	18.3%	16.8%	6.1%
16-39s	27.7%	32.5%	24.7%	9.9%	5.2%
18-49s	27.8%	31.9%	23.9%	10.4%	6.0%
25-54s	28.2%	31.6%	23.0%	11.1%	6.1%

FTA Channels and Total TV

Copyright Oztam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live).

Primetime Programming Analysis

Sunday

- 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 54% on Nine and up 137% on Ten in total viewers.
 - Seven is up 48% on Nine and up 50% on Ten in 16-39s. Seven is up 46% on Nine and up 59% on Ten in 18-49s. Seven is up 44% on Nine and up 71% 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.
 - Seven (Seven + 7TWO + 7mate) is up 51% on Nine (Nine + Go + Gem) and up 111% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 36% on Nine and up 37% on Ten in 16-39s. Seven is up 37% on Nine and up 43% on Ten in 18-49s. Seven is up 39% on Nine and up 55% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise is up 31% on Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules – Winner	#1	House Rules – Winner	#1
House Rules – Grand Final	#2	House Rules – Grand Final	#2
Seven News	#3	Sunday Night	#3
Sunday Night	#4	Seven News	#5
A Place To Call Home	#8		
16-39s		18-49s	
House Rules – Winner	#1	House Rules – Winner	#1
House Rules – Grand Final	#2	House Rules – Grand Final	#2
Sunday Night	#4	Sunday Night	#3
Seven News	#7	Seven News	#7

- **Seven News** (1.324 million). Seven News wins network – up 66,000 viewers on Nine News, a 5% audience advantage.
- **House Rules – Grand Final** (1.731 million) peaks at 2.186 million and dominates in total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 33 share in 16-39s, 33 share in 18-49s and 33 share in 25-54s.
- **House Rules – Winner** (2.008 million) peaks at 2.216 million and is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 35 share in total viewers, 34 share in 16-39s, 35 share in 18-49s and 35 share in 25-54s.
- **Sunday Night** (1.244 million) dominates in total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 25 share in 16-39s, 25 share in 18-49s and 26 share in 25-54s.
- **A Place To Call Home** (0.919 million) peaks at 1.346 million and dominates in total viewers – 26 share in total viewers.

Monday

- Seven wins in breakfast television. Sunrise is up 38% on Today.
- Seven wins in morning television. The Morning Show is up 41% on Mornings.
- Seven wins in primetime on digital channels. 7TWO and 7mate are the most-watched digitals for total viewers. 7mate is the most-watched digital channel in primetime for 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise is up 30% on Today.
- Seven wins in morning television. The Morning Show is up 60% on Mornings.
- Seven wins in primetime on digital channels. 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s as Seven's two Australian series – Bogan Hunters and Kinne – score.

Wednesday

- Seven wins in breakfast television. Sunrise is up 12% on Today.
- Seven wins in morning television. The Morning Show is up 68% on Mornings.
- 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 25-54s.

Thursday

- Seven wins in breakfast television. Sunrise is up 18% on Today.
- Seven wins in morning television. The Morning Show is up 68% on Mornings.
- Seven wins in primetime on digital channels. 7mate is number 1 for 16-39s, 18-49s and 25-54s.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 26% on Nine and up 108% on Ten in total viewers.
 - Seven is up 32% on Nine and up 49% on Ten in 16-39s. Seven is up 25% on Nine and up 48% on Ten in 18-49s. Seven is up 24% on Nine and up 49% 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.
 - Seven (Seven + 7TWO + 7mate) is up 23% on Nine (Nine + Go + Gem) and up 82% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 9% on Nine and up 31% on Ten in 16-39s. Seven is up 10% on Nine and up 27% on Ten in 18-49s. Seven is up 16% on Nine and up 30% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News – Today Tonight	#3
Seven News – Today Tonight	#4	Seven News	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#7
		AFL on Seven	#10
16-39s		18-49s	
Seven News – Today Tonight	#5	Seven News – Today Tonight	#4
AFL on Seven	#6	Seven News	#5
Seven News	#7	Better Homes and Gardens	#8
		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 – 36 share in total viewers, 40 share in 16-39s, 38 share in 18-49s and 37 share in 25-54s.

Saturday

- Seven wins in news.
- Seven wins in primetime on combined audiences. Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for 16-39s, 18-49s and 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 breakfast television. Weekend Sunrise is up 30% on Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
		National Treasure	#9
		Weekend Sunrise	#10
16-39s		18-49s	
Seven News	#3	Seven News	#3
AFL on Seven	#7	AFL on Seven	#9
National Treasure	#9	National Treasure	#10
AFL on Seven: Pre-Match	#10		

- **Seven News** (0.990 million). Seven News wins network – up 70,000 viewers on Nine News, an 8% audience advantage.
- **AFL on Seven: Saturday Night Football** wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.