

21 July 2014

Seven Network Ratings Report

Week 29: 13 July – 19 July 2014

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers, 16-39s and 18-49s.
- Seven is up 10.1% in total viewers, up 10.8% in 16-39s, up 7.5% in 18-49s and up 8.4% in 25-54s on the same week in 2013.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers and 18-49s on the combined audiences of all multiple channels.
- Seven + 7TWO + 7mate is up 10.3% in total viewers, up 13.4% in 16-39s, up 9.8% in 18-49s and up 10.3% in 25-54s on the same week in 2013.

Seven scores in the most-watched programmes:

- The X Factor peaks at 1.523 million, wins in total viewers, 16-39s, 18-49s and 25-54s 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 1.409 million, has more viewers than 60 Minutes, wins its timeslot and ranks in Sunday's top ten for total viewers, 16-39s, 18-49s and 25-54s.
- A Place To Call Home peaks at 1.300 million and dominates in total viewers.
- The X Factor peaks at 1.558 million, wins its timeslot and is Tuesday's most-watched programme for 18-49s and one of the top two most-watched programmes for 25-54s.
- Winners and Losers wins in total viewers, 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.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.

Seven wins in breakfast television.

- Sunrise is up 15% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 66% on Mornings in total viewers.



Live and As-Live Data**Week 29 Primetime Shares**

ABC1:	12.3%
Seven:	20.5%
Nine:	19.2%
Ten:	14.4%
SBS1:	5.7%

ABC2:	2.9%
ABC3:	0.7%
ABC News 24:	1.1%
7TWO:	4.4%
7mate:	4.2%
GO!:	5.1%
Gem:	3.2%
One:	2.6%
Eleven:	2.8%
SBS2:	0.7%
NITV:	0.1%

Week 29 Combined Multiple Channels Primetime Shares

ABC1:	17.1%
Seven:	29.1%
Nine:	27.4%
Ten:	19.9%
SBS:	6.6%

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 29, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.5%	19.2%	14.4%	12.3%	5.7%
16-39s	20.0%	18.6%	19.9%	4.5%	4.3%
18-49s	20.0%	19.3%	19.0%	5.7%	4.8%
25-54s	20.2%	20.3%	18.0%	6.8%	5.2%

Primetime audience demographics for digital channels

6:00pm-midnight Week 29, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.4%	2.4%	2.7%	3.0%
7mate	4.2%	6.4%	5.9%	5.4%
GO!	5.1%	7.6%	6.6%	6.0%
Gem	3.2%	2.5%	2.7%	2.7%
One:	2.6%	2.7%	3.1%	3.1%
Eleven	2.8%	4.7%	4.2%	3.7%
ABC2	2.9%	4.0%	3.4%	3.1%
ABC3	0.7%	0.6%	0.5%	0.4%
ABC News 24	1.1%	0.8%	1.0%	1.1%
SBS2	0.7%	1.1%	1.0%	0.9%
NITV	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 29, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.1%	27.4%	19.9%	17.1%	6.6%
16-39s	28.7%	28.8%	27.3%	9.8%	5.4%
18-49s	28.6%	28.6%	26.2%	10.6%	5.9%
25-54s	28.6%	28.9%	24.8%	11.4%	6.2%

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 primetime on primary channels.
 - Seven is number 1 for total viewers: up 14% on Nine and up 44% on Ten.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 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.
 - Seven + 7TWO + 7mate is up 16% on Nine + Go + Gem and up 46% on Ten + One + Eleven.
- Seven wins in breakfast television. Weekend Sunrise is up 14% on Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	The X Factor	#2
The X Factor	#2	Seven News	#4
Sunday Night	#4	Sunday Night	#7
A Place To Call Home	#7		
16-39s		18-49s	
The X Factor	#2	The X Factor	#2
Seven News	#3	Seven News	#5
Sunday Night	#6	Sunday Night	#6

- **Seven News** (1.364 million). Seven News wins network – up 164,000 viewers on Nine News, a 14% audience advantage.
- **The X Factor** (1.226 million) peaks at 1.523 million, wins in total viewers, 16-39s, 18-49s and 25-54s and is one of Sunday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night** (1.166 million) peaks at 1.409 million, has more viewers than 60 Minutes, wins its timeslot and ranks in Sunday's top ten for total viewers, 16-39s, 18-49s and 25-54s.
- **A Place To Call Home** (1.047 million) peaks at 1.300 million and dominates in total viewers.

Monday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show is up 58% on Mornings.
- Seven wins in primetime on digital channels. 7TWO is the most-watched digital channel for total viewers in primetime. 7mate is the most-watched digital channel in primetime for 16-39s, 18-49s and 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 30% on Nine and up 65% on Ten in total viewers.
 - Seven is up 24% on Nine and up 27% on Ten in 16-39s. Seven is up 32% on Nine and up 37% on Ten in 18-49s. Seven is up 22% on Nine and up 39% 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 12% on Nine (Nine + Go + Gem) and up 53% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 19% on Nine and up 26% on Ten in 16-39s. Seven is up 25% on Nine and up 35% on Ten in 18-49s. Seven is up 18% on Nine and up 35% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 16% on Today.
- Seven wins in morning television. The Morning Show is up 54% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#2	The X Factor	#2
Seven News	#3	Winners and Losers	#4
Seven News – Today Tonight	#5	Home and Away	#8
Home and Away	#9	Seven News – Today Tonight	#10
Winners and Losers	#10		
16-39s		18-49s	
The X Factor	#3	The X Factor	#1
Winners and Losers	#4	Winners and Losers	#4
Home and Away	#5	Home and Away	#5

- **Home and Away** (0.957 million) wins in 16-39s and 18-49s.
- **The X Factor** (1.246 million) peaks at 1.558 million, wins its timeslot and is Tuesday's most-watched programme for 18-49s and one of the top two most-watched programmes for 25-54s – 25 share in total viewers, 25 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.
- **Winners and Losers** (0.946 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 32 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 25% on Nine and up 8% on Ten.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 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 27% on Nine + Go + Gem and up 25% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 28% on Today.
- Seven wins in morning television. The Morning Show is up 92% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	The Force	#6
Seven News – Today Tonight	#5	Highway Patrol	#8
The Force	#8	Seven News- Today Tonight	#9
Home and Away	#9	Home and Away	#10
Highway Patrol	#10		
16-39s		18-49s	
Home and Away	#3	Home and Away	#5
Highway Patrol	#4	The Force	#6
The Force	#6	Highway Patrol	#7
Seven News – Today Tonight	#8	Seven News- Today Tonight	#10

- **Home and Away** (0.903 million) wins in 16-39s, 18-49s and 25-54s.
- **Highway Patrol** (0.903 million) peaks at 1.095 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **The Force** (0.919 million) peaks at 1.044 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show is up 52% 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 20% on Nine and up 112% on Ten in total viewers.
 - Seven is up 24% on Nine and up 61% on Ten in 16-39s. Seven is up 20% on Nine and up 63% on Ten in 18-49s. Seven is up 20% on Nine and up 64% 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.
 - Seven + 7TWO + 7mate leads Nine + Go + Gem and is up 77% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 19% on Today.
- Seven scores in the most-watched programmes:

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

- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 29 share in total viewers, 36 share in 16-39s, 34 share in 18-49s and 31 share in 25-54s.

Saturday

- Seven wins 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 30% on Nine and up 120% on Ten in total viewers.
 - Seven is up 36% on Nine and up 45% on Ten in 16-39s. Seven is up 35% on Nine and up 73% on Ten in 18-49s. Seven is up 31% on Nine and up 90% 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 12% on Nine (Nine + Go + Gem) and 9% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 24% on Nine and up 45% on Ten in 16-39s. Seven is up 25% on Nine and up 52% on Ten in 18-49s. Seven is up 27% on Nine and up 68% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise is up 16% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
		National Treasure	#4
		Weekend Sunrise	#10
16-39s		18-49s	
Seven News	#1	Seven News	#1
National Treasure	#6	National Treasure	#5

- **Seven News** (1.063 million). Seven News wins network – up 86,000 viewers on Nine News, a 9% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.