

22 September 2014

Seven Network Ratings Report

Week 38: 14 September – 20 September 2014

Seven is number 1 in 2014

- Seven is number 1 for total viewers in primetime on primary channels across the current television season.

Seven + 7TWO + 7mate is number 1 in 2014.

- Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime in total viewers on the combined audiences of all multiple channels across the current television season.

Seven wins in breakfast television.

- Sunrise is up 30% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 23% on Mornings in total viewers.

Seven scores in the most-watched programmes.

- The X Factor peaks at 1.545 million and ranks in Sunday's top four most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.562 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The Last Days of Michael Hutchence wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s
- The X Factor peaks at 1.458 million and is one of Monday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Winners and Losers peaks at 1.000 million, wins in total viewers, 18-49s and 25-54s, and is one of Wednesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Border Security peaks at 1.086 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The Force ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Criminal Minds wins its timeslot and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- AFL on Seven: Friday Night Football: The Finals Series wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.
- AFL on Seven: Saturday Night Football: The Finals Series wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.



Primetime audience demographics for primary channels

6:00pm-midnight Week 38, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	21.1%	22.7%	10.9%	12.6%	4.2%
16-39s	20.2%	26.5%	14.5%	4.3%	2.8%
18-49s	20.9%	25.9%	13.8%	5.6%	3.4%
25-54s	21.4%	25.7%	13.2%	6.6%	3.7%

Primetime audience demographics for digital channels

6:00pm-midnight Week 38, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.9%	2.1%	2.4%	2.8%
7mate	4.4%	6.8%	6.3%	6.0%
GO!	4.6%	6.7%	6.0%	5.5%
Gem	3.3%	2.5%	2.6%	2.7%
One:	2.9%	2.8%	3.2%	3.3%
Eleven	2.8%	4.6%	4.2%	3.7%
ABC2	2.8%	3.3%	2.9%	2.7%
ABC3	0.8%	0.7%	0.7%	0.6%
ABC News 24	1.0%	0.7%	0.9%	1.0%
SBS2	0.8%	1.2%	1.1%	1.0%
NITV	0.2%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 38, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	30.4%	30.6%	16.6%	17.3%	5.1%
16-39s	29.2%	35.8%	21.9%	9.1%	4.1%
18-49s	29.7%	34.4%	21.2%	10.0%	4.7%
25-54s	30.1%	33.8%	20.2%	10.9%	4.9%

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 22% on Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	The X Factor	#4
The X Factor	#4	Sunday Night	#5
Sunday Night	#6	Seven News	#6
Last Days of Michael Hutchence	#10	Last Days of Michael Hutchence	#7
16-39s		18-49s	
The X Factor	#4	The X Factor	#4
Sunday Night	#5	Sunday Night	#5
Seven News	#6	Seven News	#6
Last Days on Michael Hutchence	#10	Last Days of Michael Hutchence	#8

- **Seven News** (1.310 million).
- **The X Factor** (1.211 million) peaks at 1.545 million and ranks in Sunday's top four most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night** (1.016 million) peaks at 1.562 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **The Last Days of Michael Hutchence** (0.664 million) wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s

Monday

- Seven wins in news and public affairs.
- Seven wins in primetime on combined audiences.
 - Seven is number 1 for total viewers.
 - Seven + 7TWO + 7mate is up 4% on Nine + Go + Gem and up 92% on Ten + One + Eleven in total viewers.
- 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 18-49s and 25-54s.
- Seven wins in breakfast television. Sunrise is up 21% on Today.
- Seven wins in morning television. The Morning Show is up 15% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	The X Factor	#3
The X Factor	#4	Home and Away	#5
Seven News – Today Tonight	#5	Seven News – Today Tonight	#9
Home and Away	#8	The Amazing Race	#10
16-39s		18-49s	
The X Factor	#3	The X Factor	#3
Home and Away	#4	Home and Away	#4
The Amazing Race	#7	The Amazing Race	#7

- **Seven News** (1.156 million). Seven News wins network.
- **Seven News – Today Tonight** (1.099 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.991 million) wins in 16-39s, 18-49s and 25-54s.
- **The X Factor** (1.142 million) peaks at 1.458 million and is one of Monday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- **The Amazing Race** (0.631 million) ranks in Monday's top ten programmes for 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in breakfast television. Sunrise is up 28% on Today.
- Seven wins in morning television. The Morning Show is up 11% on Mornings.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Winners and Losers	#2
Seven News – Today Tonight	#5	Home and Away	#4
Home and Away	#6	Seven News	#8
Winners and Losers	#8	Seven News – Today Tonight	#9
16-39s		18-49s	
Winners and Losers	#3	Winners and Losers	#3
Home and Away	#4	Home and Away	#4
Bringing Sexy Back	#7	Bringing Sexy Back	#8

- **Home and Away** (0.916 million) wins in 16-39s, 18-49s and 25-54s.
- **Bringing Sexy Back** (0.691 million) ranks in Tuesday's top ten programmes for 16-39s and 18-49s.
- **Winners and Losers** (0.839 million) peaks at 1.000 million, wins in total viewers, 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 16-39s, 25 share in 18-49s and 25 share in 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate wins in total viewers: up 3% on Nine + Go + Gem and up 75% on Ten + One + Eleven.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers
- Seven wins in breakfast television. Sunrise is up 47% on Today.
- Seven wins in morning television. The Morning Show is up 40% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Home and Away	#3
Seven News – Today Tonight	#5	Criminal Minds	#5
Home and Away	#7	The Force	#6
The Force	#8	Border Security	#10
Border Security	#9		
Criminal Minds	#10		
16-39s		18-49s	
Home and Away	#4	Home and Away	#3
The Force	#8	Criminal Minds	#5
Border Security	#9	The Force	#6
Criminal Minds	#10	Border Security	#9

- **Seven News** (1.096 million). Seven News wins network – up 67,000 viewers on Nine News, a 7% audience advantage.
- **Seven News – Today Tonight** (1.012 million).
- **Home and Away** (0.931 million) wins in 16-39s, 18-49s and 25-54s.
- **Border Security** (0.820 million) peaks at 1.086 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **The Force** (0.864 million) ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Criminal Minds** (0.800 million) wins its timeslot 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 is up 27% on Today.
- Seven wins in morning television. The Morning Show is up 13% 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 16-39s, 18-49s and 25-54s.

Friday

- Seven wins in news.
- Seven primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s and 25-54s.
 - Seven is up 12% on Nine and up 111% on Ten in total viewers.
 - Seven leads Nine and is up 50% on Ten in 16-39s. Seven is up 49% on Ten in 18-49s. Seven leads Nine and is up 59% 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 19% on Nine (Nine + Go + Gem) and up 94% on Ten (Ten + One + Eleven) in total viewers.
 - Seven leads Nine and is up 57% on Ten in 16-39s. Seven leads Nine and is up 44% on Ten in 18-49s. Seven leads Nine and is up 48% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 26% on Today.
- Seven wins in morning television. The Morning Show is up 25% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	AFL on Seven	#3
Seven News – Today Tonight	#4	Seven News	#5
AFL on Seven	#7	Seven News – Today Tonight	#10
Better Homes and Gardens	#10		
16-39s		18-49s	
AFL on Seven	#2	AFL on Seven	#3
AFL on Seven: Pre-Match	#7	Seven News	#8
Seven News	#10		

- **Seven News** (0.940 million). Seven News wins network – up 12,000 viewers on Nine News.
- **AFL on Seven: Friday Night Football: The Finals Series** wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 44 share in total viewers, 49 share in 16-39s, 47 share in 18-49s and 47 share in 25-54s.

Saturday

- Seven wins in news.
- Seven primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s and 18-49s.
 - Seven is up 4% on Nine and up 221% on Ten in total viewers.
 - Seven is up 16% on Nine and up 159% on Ten in 16-39s. Seven is up 8% on Nine and up 183% on Ten in 18-49s. Seven is up 176% 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 2% on Nine (Nine + Go + Gem) and up 128% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 18% on Nine and up 97% on Ten in 16-39s. Seven is up 10% on Nine and up 100% on Ten in 18-49s. Seven is up 3% on Nine and up 100% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise is up 14% 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
AFL on Seven: Post-Match	#2	AFL on Seven: Post-Match	#2
AFL on Seven	#3	AFL on Seven	#5
		AFL on Seven: Pre-Match	#8
16-39s		18-49s	
AFL on Seven: Post-Match	#1	AFL on Seven: Post-Match	#1
Seven News	#2	Seven News	#2
AFL on Seven	#5	AFL on Seven	#4
AFL on Seven: Pre-Match	#8	AFL on Seven: Pre-Match	#8
The Parent Trap	#10	The Parent Trap	#10

- **Seven News** (1.215 million). Seven News wins network – up 449,000 viewers on Nine News, a 59% audience advantage.
- **AFL on Seven: Saturday Night Football: The Finals Series** wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 60 share in total viewers, 68 share in 16-39s, 67 share in 18-49s and 65 share in 25-54s.

Live and As-Live Data

Week 38 Primetime Shares

ABC1:	12.6%
Seven:	21.1%
Nine:	22.7%
Ten:	10.9%
SBS1:	4.2%

ABC2:	2.8%
ABC3:	0.8%
ABC News 24:	1.0%
7TWO:	4.9%
7mate:	4.4%
GO!:	4.6%
Gem:	3.3%
One:	2.9%
Eleven:	2.8%
SBS2:	0.8%
NITV:	0.2%

Week 38 Combined Multiple Channels Primetime Shares

ABC1:	17.3%
Seven:	30.4%
Nine:	30.6%
Ten:	16.6%
SBS:	5.1%

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