

27 October 2014

Seven Network Ratings Report

Week 43: 19 October – 25 October 2014

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.

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.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.

Seven wins in breakfast television.

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

Seven wins in morning television.

- The Morning Show is up 30% on Mornings in total viewers.

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 scores in the most-watched programmes.

- The Big Adventure peaks at 1.211 million and wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.594 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Castle wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Sunday's top ten most-watched programmes in all key audience demographics.
- The X Factor – Grand Final peaks at 1.661 million, and wins in total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor – Winner peaks at 1.698 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.



- Dancing with the Stars peaks at 1.161 million, wins in total viewers, is one of Tuesday's top two most-watched programmes and ranks in the top five programmes in all key audience demographics.
- Border Security peaks at 1.132 million, wins its timeslot and ranks behind only The Force as Wednesday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- The Force peaks at 1.292 million and is Wednesday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Criminal Minds wins its timeslot and ranks in Wednesday's top five most-watched programmes for 16-39s, 18-49s and 25-54s.
- Beauty and the Geek is Thursday's number one most-watched programme for 18-49s and one of the top two most-watched programmes for 16-39s.
- Better Homes and Gardens wins and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Friday Night At The Movies: The Bourne Legacy wins in total viewers, 16-39s, 18-49s and 25-54s, and is Friday's most-watched programme for 16-39s, 18-49s and 25-54s.

Primetime audience demographics for primary channels

6:00pm-midnight Week 43, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.8%	18.1%	11.7%	13.8%	3.8%
16-39s	21.7%	20.0%	15.1%	6.0%	2.9%
18-49s	22.4%	19.9%	14.6%	7.5%	3.3%
25-54s	23.0%	20.0%	14.2%	8.6%	3.3%

Primetime audience demographics for digital channels

6:00pm-midnight Week 43, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.6%	2.1%	2.4%	2.8%
7mate	4.0%	6.5%	6.0%	5.5%
GO!	4.8%	7.1%	6.1%	5.5%
Gem	3.5%	2.9%	3.0%	3.0%
One:	2.5%	2.9%	3.2%	3.3%
Eleven	3.4%	6.2%	5.5%	4.8%
ABC2:	2.8%	3.3%	3.0%	2.8%
ABC3	0.9%	0.8%	0.7%	0.7%
ABC News 24	1.2%	0.8%	1.0%	1.0%
SBS2	1.0%	1.6%	1.4%	1.3%
NITV	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 43, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	32.4%	26.4%	17.6%	18.7%	4.9%
16-39s	30.3%	30.0%	24.2%	10.9%	4.6%
18-49s	30.8%	28.9%	23.3%	12.2%	4.8%
25-54s	31.4%	28.5%	22.3%	13.0%	4.8%

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 one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 36% on Nine and up 162% on Ten in total viewers.
 - Seven is up 35% on Nine and up 105% on Ten in 16-39s. Seven is up 33% on Nine and up 127% on Ten in 18-49s. Seven is up 34% on Nine and up 143% 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 + 7TWO + 7mate is number 1 for total viewers, 16-39s, 18-49s and 25-54s across the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 35% on Nine (Nine + Go + Gem) and up 101% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 23% on Nine and up 28% on Ten in 16-39s. Seven is up 25% on Nine and up 50% on Ten in 18-49s. Seven is up 26% on Nine and up 38% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 28% on Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#1	The X Factor	#1
Seven News	#3	The Big Adventure	#3
The Big Adventure	#5	Seven News	#7
		Castle	#9
16-39s		18-49s	
The X Factor	#1	The X Factor	#1
The Big Adventure	#5	The Big Adventure	#3
Castle	#9	Seven News	#8
		Castle	#10

- **Seven News** (1.033 million). Seven News wins network.
- **The Big Adventure** (0.945 million) peaks at 1.211 million and wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in 18-49s and 25 share in 25-54s.
- **The X Factor** (1.303 million) peaks at 1.594 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 30 share in 16-39s, 31 share in 18-49s and 32 share in 25-54s.
- **Castle** (0.521 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Sunday's top ten most-watched programmes in all key audience demographics – 31 share in total viewers, 28 share in 16-39s, 29 share in 18-49s and 31 share in 25-54s.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 37% on Nine and up 108% on Ten in total viewers.
 - Seven is up 8% on Nine and up 51% on Ten in 16-39s. Seven is up 16% on Nine and up 63% on Ten in 18-49s. Seven is up 23% on Nine and up 74% on Ten in 25-54s.
- 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 and 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 42% on Nine (Nine + Go + Gem) and up 94% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 3% on Nine and up 31% on Ten in 16-39s. Seven is up 6% on Nine and up 35% on Ten in 18-49s. Seven is up 13% on Nine and up 44% 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 20% on Mornings.
- Seven wins at 5:30pm with Million Dollar Minute.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor – Winner	#1	The X Factor – Winner	#1
The X Factor – Final	#2	The X Factor – Final	#2
Seven News	#5	Home and Away	#9
Seven News – Today Tonight	#6		
16-39s		18-49s	
The X Factor – Winner	#1	The X Factor – Winner	#1
The X Factor – Final	#3	The X Factor – Final	#2
Home and Away	#9	Home and Away	#8

- **Seven News** (1.045 million).
- **Seven News – Today Tonight** (1.029 million). Seven News – Today Tonight wins network – up 86,000 viewers on Nine News – 6:30pm, a 9% audience advantage.
- **Home and Away** (0.902 million) ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- **The X Factor – Grand Final** (1.377 million) peaks at 1.661 million, and wins in total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 28 share in 16-39s, 29 share in 18-49s and 29 share in 25-54s.
- **The X Factor – Winner** (1.551 million) peaks at 1.698 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 34 share in total viewers, 31 share in 16-39s, 33 share in 18-49s and 34 share in 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 18% on Nine and up 31% on Ten.
- Seven wins in primetime on combined audiences.
 - 7Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 7% on Nine + Go + Gem and up 35% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 16% on Today.
- Seven wins in morning television. The Morning Show is up 67% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Dancing with the Stars	#1	Dancing with the Stars	#3
Seven News	#3	Home and Away	#5
Home and Away	#5	Seven News	#7
Seven News – Today Tonight	#6		
16-39s		18-49s	
Home and Away	#3	Home and Away	#3
Dancing with the Stars	#5	Dancing with the Stars	#5
Seven News	#10		

- **Home and Away** (0.865 million) wins.
- **Dancing with the Stars** (0.956 million) peaks at 1.161 million, wins in total viewers, is one of Tuesday's top two most-watched programmes and ranks in the top five programmes in all key audience demographics.

Wednesday

- 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 25% on Nine and up 114% on Ten in total viewers.
 - Seven is up 38% on Ten in 16-39s. Seven is up 4% on Nine and up 41% on Ten in 18-49s. Seven is up 12% on Nine and up 60% 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 + 7TWO + 7mate is number 1 for total viewers and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 27% on Nine (Nine + Go + Gem) and up 103% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 12% on Ten in 16-39s. Seven is up 19% on Ten in 18-49s. Seven leads Nine and is up 34% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise is up 15% on Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
The Force	#1	The Force	#1
Border Security	#2	Border Security	#2
Seven News	#3	Criminal Minds	#3
Seven News – Today Tonight	#5	Home and Away	#4
Home and Away	#7	Seven News – Today Tonight	#10
Criminal Minds	#8		
16-39s		18-49s	
The Force	#1	The Force	#1
Home and Away	#3	Border Security	#2
Border Security	#4	Home and Away	#4
Criminal Minds	#5	Criminal Minds	#5

- **Seven News** (0.956 million). Seven News wins network – up 19,000 viewers on Nine News, a 2% audience advantage.
- **Seven News – Today Tonight** (0.930 million). Seven News – Today Tonight wins network – up 11,000 viewers on Nine News – 6:30pm.
- **Home and Away** (0.907 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **Border Security** (0.961 million) peaks at 1.132 million, wins its timeslot and ranks behind only The Force as Wednesday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s..
- **The Force** (1.125 million) peaks at 1.292 million and is Wednesday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- **Criminal Minds** (0.787 million) wins its timeslot and ranks in Wednesday's top five most-watched programmes for 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in news.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number 1 for total viewers across the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 2% on Nine + Go + Gem and up 54% on Ten + One + Eleven.
- 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 wins in breakfast television. Sunrise is up 29% on Today.
- Seven wins in morning television. The Morning Show is up 19% on Mornings.
- Seven wins at 5:30pm with Million Dollar Minute.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Home and Away	#1
Seven News – Today Tonight	#5	Beauty and the Geek	#4
Home and Away	#6	Beauty and the Geek	#5
		Seven News	#10
16-39s		18-49s	
Beauty and the Geek	#2	Beauty and the Geek	#1
Beauty and the Geek	#3	Home and Away	#3
Home and Away	#4	Beauty and the Geek	#4

- **Seven News** (0.915 million). Seven News wins network – up 21,000 viewers on Nine News, a 2% audience advantage.
- **Home and Away** (0.777 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **Beauty and the Geek** (0.595 million) is Thursday's number one most-watched programme for 18-49s and one of the top two most-watched programmes for 16-39s.

Friday

- 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 58% on Nine and up 133% on Ten in total viewers.
 - Seven is up 59% on Nine and up 63% on Ten in 16-39s. Seven is up 55% on Nine and up 73% on Ten in 18-49s. Seven is up 52% on Nine and up 85% on Ten in 25-54s.
- 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 wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 52% on Nine (Nine + Go + Gem) and up 127% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 46% on Nine and up 73% on Ten in 16-39s. Seven is up 46% on Nine and up 68% on Ten in 18-49s. Seven is up 45% on Nine and up 74% on Ten in 25-54s.
 - Seven is up 12% on Ten in 16-39s. Seven is up 19% on Ten in 18-49s. Seven leads Nine and is up 34% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 10% on Today.
- Seven wins in morning television. The Morning Show is up 33% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	The Bourne Legacy	#1
Better Homes and Gardens	#3	Seven News	#2
Seven News – Today Tonight	#5	Better Homes and Gardens	#6
The Bourne Legacy	#6	Seven News – Today Tonight	#10
16-39s		18-49s	
The Bourne Legacy	#1	The Bourne Legacy	#1
Better Homes and Gardens	#8	Better Homes and Gardens	#9
Seven News	#9	Seven News	#10

- Seven News** (0.830 million). Seven News wins network – up 17,000 viewers on Nine News, a 2% audience advantage.
- Better Homes and Gardens** (0.796 million) wins and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Friday Night At The Movies: The Bourne Legacy** (0.747 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and is Friday's most-watched programme for 16-39s, 18-49s and 25-54s – 28 share in total viewers, 29 share in 16-39s, 31 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 6% on Nine and up 107% on Ten in total viewers.
 - Seven is up 17% on Nine and up 51% on Ten in 16-39s. Seven is up 17% on Nine and up 59% on Ten in 18-49s. Seven is up 6% on Nine and up 61% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 14% on Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#1
Toy Story 3	#7	Toy Story	#4
Toy Story of Terror	#9	V8s on Seven	#8
16-39s		18-49s	
Toy Story 3	#1	Seven News	#2
Seven News	#3	Toy Story 3	#4
Toy Story of Terror	#6	Toy Story of Terror	#6
		V8s on Seven	#8
		Inglourious Basterds	#9

Programming note: Seven's primetime not broadcast in Perth due to Telethon

- V8s on Seven: The Gold Coast 600** dominates in total viewers, 16-39s, 18-49s and 25-54s across Saturday afternoon.
- Seven News** (0.857 million). Seven News wins network – up 55,000 viewers on Nine News, a 7% audience advantage.
- Saturday Night At The Movies: Toy Story 3** (0.502 million) is Saturday's most-watched programme for 16-39s and one of the top four most-watched programmes for 18-49s and 25-54s.

Live and As-Live Data**Week 43 Primetime Shares**

ABC1:	13.8%
Seven:	22.8%
Nine:	18.1%
Ten:	11.7%
SBS1:	3.8%

ABC2:	2.8%
ABC3:	0.9%
ABC News 24:	1.2%
7TWO:	5.6%
7mate:	4.0%
GO!:	4.8%
Gem:	3.5%
One:	2.5%
Eleven:	3.4%
SBS2:	1.0%
NITV:	0.1%

Week 43 Combined Multiple Channels Primetime Shares

ABC1:	18.7%
Seven:	32.4%
Nine:	26.4%
Ten:	17.6%
SBS:	4.9%

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