



10 November, 2014

Spring Racing Carnival audiences surge on Seven

It's been a stellar Spring Racing Carnival on Seven with audiences up 2.8 percent on last year for the carnival's major race meetings overall, including audience growth on Caulfield Cup, Cox Plate, Derby Day, Oaks Day and Stakes Day.

Derby Day delivered the biggest audience growth, the seven hour broadcast was up 17% and 53,000 viewers on 2013, as punters flocked to see an extraordinary day's racing with Preferment taking out the Group 1 feature race.

Cox Plate day saw excellent growth, up 12.1 percent on last year in the metro markets. Oaks Day was also up 29,000 viewers in the metro and regional markets for the six and a half hour telecast as Set Square took out the main race.

On Melbourne Cup Day a huge national metro and regional peak audience of 3,245,000 in-home viewers watched the first ever German horse, Protectionist, win the Melbourne Cup.

In the five-city metro markets, an average audience of 2,122,000 tuned in for the great race, taking it into the top 10 most watched sporting events in 2014.

Caulfield Cup – the day

	2014 AUD	2013 AUD	AUD (000s)	AUD (%)
Combined (Metro + Regional)	436,000	401,000	35,000	8.7%
5 City Metro	275,000	249,000	26,000	10.4%

Cox Plate – the day

	2014 AUD	2013 AUD	AUD (000s)	AUD (%)
Combined (Metro + Regional)	309,000	286,000	23,000	8.0%
5 City Metro	195,000	174,000	21,000	12.1%



Victoria Derby – the day

	2014 AUD	2013 AUD	AUD (000s)	AUD (%)
Combined (Metro + Regional)	522,000	465,000	57,000	12.3%
5 City Metro	349,000	296,000	53,000	17.9%

Melbourne Cup – the day

	2014 AUD	2013 AUD	AUD (000s)	AUD (%)
Combined (Metro + Regional)	1,176,000	1,219,000	-43,000	-3.5%
5 City Metro	800,000	849,000	-49,000	-5.8%

Oaks – the day

	2014 AUD	2013 AUD	AUD (000s)	AUD (%)
Combined (Metro + Regional)	325,000	296,000	29,000	9.8%
5 City Metro	201,000	185,000	16,000	8.5%

Stakes – the day

	2014 AUD	2013 AUD	AUD (000s)	AUD (%)
Combined (Metro + Regional)	418,000	387,000	31,000	8.0%
5 City Metro	273,000	270,000	3,000	1.1%

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Top rating One-Off Sport Events, 5 City Metro 2014

Total Individuals			
Rank	Description (grouped)	Channel	Metro
1	SEVEN'S AFL: GRAND FINAL: SYDNEY V HAWTHORN	Network 7	2,828,000
2	RUGBY LEAGUE GRAND FINAL	Network 9	2,621,000
3	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	Network 9	2,600,000
4	SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	Network 7	2,565,000
5	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 1ST - MATCH	Network 9	2,530,000
6	SEVEN'S AFL: GRAND FINAL: ON THE GROUND	Network 7	2,188,000
7	THE 2014 MELBOURNE CUP CARNIVAL: MELBOURNE CUP-THE RACE	Network 7	2,122,000
8	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 3RD - MATCH	Network 9	2,057,000
9	SEVEN'S AFL: GRAND FINAL: POST MATCH	Network 7	1,841,000
10	RUGBY LEAGUE GRAND FINAL PRESENTATION	Network 9	1,768,000

Ratings source: Official OzTam Ratings

For more information:
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