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Golf drives audience on Seven

Golf on Seven in 2013 has swung back into action on the back of the great form of US Masters champion Adam Scott with Sunday's Australian Open audience peaking with a combined audience of 1.37million.

The Australian Open averaged 519,000 viewers including regionals across the four days, up 69% on last year, along with a five city metro audience of 317,000, up 65% from last year. It easily won its timeslot, nearly tripling the audience on Nine who had only 126,000.

While the Australian Masters a fortnight ago also drew a large audience with an average five city metro audience of 449,000 and a 31.2% FTA share.

Five city metro golf audiences

Description	Network	Average Audience	Peak Audience
SEVEN'S GOLF: TALISKER MASTERS 2013 - DAY 1	Network 7	116,000	219,000
SEVEN'S GOLF: TALISKER MASTERS 2013 - DAY 2	Network 7	177,000	273,000
SEVEN'S GOLF: TALISKER MASTERS 2013 - DAY 3	Network 7	280,000	439,000
SEVEN'S GOLF: TALISKER MASTERS 2013 - DAY 4	Network 7	449,000	764,000
SEVEN'S GOLF: TALISKER MASTERS 2013 Summary	Network 7	256,000	764,000

SEVEN'S GOLF: EMIRATES AUST OPEN 2013 - DAY 1	Network 7	157,000	267,000
SEVEN'S GOLF: EMIRATES AUST OPEN 2013 - DAY 2	Network 7	260,000	403,000
SEVEN'S GOLF: EMIRATES AUST OPEN 2013 - DAY 3	Network 7	356,000	517,000
SEVEN'S GOLF: EMIRATES AUST OPEN 2013 - DAY 4	Network 7	493,000	810,000
SEVEN'S GOLF: EMIRATES AUST OPEN 2013 Summary	Network 7	317,000	810,000

Ratings source: Official OzTam Ratings

For more information:

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