

1 July 2013

Seven Network Ratings Report

Week 26: 23 June – 29 June 2013

Seven is number 1 in 2013.

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

Seven + 7TWO + 7mate is number 1 in 2013.

- 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.

- Seven + 7TWO + 7mate is up 5.2% in total viewers, 4.9% in 18-49s and 4.0% in 25-54s on the same week in 2012.
- Seven is up 3.0% in total viewers, 4.0% in 16-39s, 5.5% in 18-49s and 2.4% in 25-54s on the same week in 2012.
- Sunday Night peaks at 1.537 million.
- Border Security peaks at 1.244 million. Highway Patrol peaks at 1.622 million.
- A Place To Call Home peaks at 1.646 million and wins: up 16% on House Husbands and up 53% on Elementary.
- House Rules hits a new high and peaks at 2.032 million and is Monday's most-watched programme for total viewers.
- Revenge peaks at 1.640 million and wins in total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.871 million and is Tuesday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Packed to the Rafters peaks at 1.531 million and delivers across all key audience demographics.
- 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 leads Today in total viewers across 6:00-9:00am.

Seven wins in morning television.

- The Morning Show is up 44% on Mornings.



Live and As-Live Data

Week 26 Primetime Shares

| | |
|--------|-------|
| ABC1: | 13.5% |
| Seven: | 21.6% |
| Nine: | 22.5% |
| Ten: | 11.8% |
| SBS1: | 3.9% |

| | |
|--------------|------|
| ABC2: | 2.2% |
| ABC3: | 0.6% |
| ABC News 24: | 1.9% |
| 7TWO: | 4.4% |
| 7mate: | 3.9% |
| GO!: | 4.9% |
| Gem: | 2.9% |
| One: | 2.3% |
| Eleven: | 2.9% |
| SBS2: | 0.7% |
| NITV: | 0.1% |

Week 26 Combined Multiple Channels Primetime Shares

| | |
|--------|-------|
| ABC1: | 18.2% |
| Seven: | 29.9% |
| Nine: | 30.3% |
| Ten: | 17.0% |
| SBS: | 4.6% |

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

Primetime audience demographics for primary channels

6:00pm-midnight Week 26, 2013

| Audience shares | Seven | Nine | Ten | ABC | SBS |
|-----------------|-------|-------|-------|-------|------|
| All People | 21.6% | 22.5% | 11.8% | 13.5% | 3.9% |
| 16-39s | 19.9% | 26.7% | 15.2% | 5.9% | 2.7% |
| 18-49s | 20.3% | 25.7% | 15.0% | 7.6% | 3.1% |
| 25-54s | 20.5% | 25.5% | 14.4% | 8.5% | 3.3% |

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 26, 2013

| Audience shares | Seven | Nine | Ten | ABC | SBS |
|-----------------|-------|-------|-------|-------|------|
| All People | 29.9% | 30.3% | 17.0% | 18.2% | 4.6% |
| 16-39s | 27.6% | 36.1% | 21.9% | 10.8% | 3.6% |
| 18-49s | 28.1% | 34.2% | 21.5% | 12.2% | 3.9% |
| 25-54s | 28.4% | 33.7% | 20.6% | 13.1% | 4.2% |

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 breakfast television. Weekend Sunrise is up 9% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

| All People | | 25-54s | |
|----------------------|-----|-----------------|-----|
| Seven News | #4 | Seven News | #5 |
| Sunday Night | #5 | Highway Patrol | #6 |
| Highway Patrol | #6 | Sunday Night | #7 |
| A Place To Call Home | #7 | Border Security | #10 |
| Border Security | #8 | | |
| 16-39s | | 18-49s | |
| Highway Patrol | #6 | Highway Patrol | #5 |
| Sunday Night | #8 | Seven News | #6 |
| Seven News | #9 | Sunday Night | #8 |
| Border Security | #10 | Border Security | #10 |

- **Seven News** (1.422 million).
- **Sunday Night** (1.275 million) peaks at 1.537 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Border Security** (1.080 million) peaks at 1.244 million, is up 35% on Masterchef and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Highway Patrol** (1.270 million) is up 58% on Masterchef, peaks at 1.622 million, and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **A Place To Call Home** (1.191 million) peaks at 1.646 million, is up 16% on House Husbands and up 53% on Elementary and wins its timeslot.

Monday

- Seven wins in public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 18-49s and 25-54s.
 - Seven is up 19% on Nine and up 154% on Ten in total viewers.
 - Seven is up 76% on Ten in 16-39s. Seven is up 8% on Nine and up 101% on Ten in 18-49s. Seven is up 10% on Nine and up 112% 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's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 18% on Nine (Nine + Go + Gem) and up 129% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 66% on Ten in 16-39s. Seven is up 3% on Nine and up 82% on Ten in 18-49s. Seven is up 8% on Nine and up 92% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 47% on Mornings.
- Seven scores in the most-watched programmes:

| | | | |
|-------------------|----|---------------|----|
| All People | | 25-54s | |
| House Rules | #1 | House Rules | #1 |
| Seven News | #3 | Revenge | #3 |
| Today Tonight | #5 | Seven News | #5 |
| Revenge | #7 | Today Tonight | #7 |
| Home and Away | #8 | Home and Away | #8 |
| 16-39s | | 18-49s | |
| House Rules | #2 | House Rules | #2 |
| Revenge | #4 | Revenge | #3 |
| Home and Away | #6 | Seven News | #5 |
| Today Tonight | #9 | Home and Away | #7 |
| | | Today Tonight | #8 |

- **Seven News** (1.403 million).
- **Today Tonight** (1.206 million). Today Tonight wins network – up 74,000 viewers on Nine News, a 7% audience advantage.\
- **Home and Away** (1.007 million).
- **House Rules** (1.540 million) hits a new high, peaks at 2.032 million, is the most-watched programme on television and dominates in total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 30 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- **Revenge** (1.127 million) peaks at 1.640 million and wins in total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 26 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.

Tuesday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 36% on Nine and 60% on Ten in total viewers.
 - Seven is up 31% on Nine and up 34% on Ten in 16-39s. Seven is up 25% on Nine and up 25% on Ten in 18-49s. Seven is up 20% on Nine and up 26% 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'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 30% on Nine (Nine + Go + Gem) and up 69% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 14% on Nine and up 42% on Ten in 16-39s. Seven is up 14% on Nine and up 32% on Ten in 18-49s. Seven is up 11% on Nine and up 32% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 29% on Mornings.
- Seven scores in the most-watched programmes:

| | | | |
|-----------------------|----|-----------------------|-----|
| All People | | 25-54s | |
| House Rules | #1 | House Rules | #1 |
| Seven News | #2 | Packed to the Rafters | #4 |
| Packed to the Rafters | #4 | Seven News | #5 |
| Today Tonight | #7 | Home and Away | #8 |
| Home and Away | #9 | Today Tonight | #10 |
| 16-39s | | 18-49s | |
| House Rules | #1 | House Rules | #1 |
| Packed to the Rafters | #4 | Packed to the Rafters | #4 |
| Home and Away | #5 | Home and Away | #5 |
| Seven News | #7 | Seven News | #7 |
| Today Tonight | #9 | Today Tonight | #10 |

- **Seven News** (1.405 million). Seven News wins network – up 107,000 viewers on Nine News, an 8% audience advantage.
- **Today Tonight** (1.166 million). Today Tonight wins network – up 30,000 viewers on A Current Affair, a 3% audience advantage.
- **Home and Away** (1.083 million).
- **House Rules** (1.475 million) peaks at 1.871 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 33 share in 16-39s, 31 share in 18-49s and 30 share in 25-54s.
- **Packed to the Rafters** (1.179 million) peaks at 1.531 million and delivers across all key audience demographics – 25 share in total viewers, 27 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.

Wednesday

Programming note: programme pre-emptions and time-shifting due to State of Origin and breaking news coverage on leadership change in Canberra.

Thursday

Programming note: Seven did not broadcast a network schedule: AFL on Seven live in primetime in Melbourne and Adelaide. House Rules only broadcast in Sydney and Brisbane.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 9% on Nine and up 101% on Ten.
- Seven wins in primetime on combined audiences.
 - Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers.
- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 65% on Mornings.

- Seven scores in the most-watched programmes:

| | | | |
|--------------------------|-----|--------------------------|----|
| All People | | 25-54s | |
| Seven News | #2 | Seven News | #4 |
| Today Tonight | #4 | Better Homes and Gardens | #5 |
| Better Homes and Gardens | #5 | Today Tonight | #7 |
| 16-39s | | 18-49s | |
| Better Homes and Gardens | #3 | Better Homes and Gardens | #4 |
| Seven News | #8 | Seven News | #6 |
| AFL on Seven | #10 | Today Tonight | #9 |

- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 27 share in total viewers, 34 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.

Saturday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 47% on Nine and up 47% on Ten in total viewers.
 - Seven is up 15% on Nine and up 20% on Ten in 16-39s. Seven is up 20% on Nine and up 23% on Ten in 18-49s. Seven is up 26% on Nine and up 31% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 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 34% on Nine (Nine + Go + Gem) and up 62% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 10% on Nine and up 17% on Ten in 16-39s. Seven is up 16% on Nine and up 24% on Ten in 18-49s. Seven is up 19% on Nine and up 32% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 29% on Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

| | | | |
|--------------------------|----|--------------------------|----|
| All People | | 25-54s | |
| Seven News | #5 | Seven News | #3 |
| Pirates of the Caribbean | #8 | Pirates of the Caribbean | #6 |
| 16-39s | | 18-49s | |
| Seven News | #5 | Seven News | #3 |
| Pirates of the Caribbean | #6 | Pirates of the Caribbean | #6 |

- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 34 share in total viewers, 32 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.