

28 July 2014

## Seven Network Ratings Report

Week 30: 20 July – 26 July 2014

### Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers on the combined audiences of all multiple channels.
- 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.

### Seven wins in breakfast television.

- Sunrise is up 26% on Today in total viewers.

### Seven wins in morning television.

- The Morning Show is up 58% on Mornings in total viewers.

### Seven scores in the most-watched programmes:

- The X Factor peaks at 1.562 million, wins in total viewers, 16-39s, 18-49s and 25-54s and is one of Sunday's top four most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.572 million, wins its timeslot and ranks in Tuesday's top three most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Winners and Losers wins in total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.365 million and is one of Wednesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens is Friday's most-watched programme for 18-49s and 25-54s and one of the top two most-watched programmes for total viewers and 16-39s.
- AFL on Seven: Friday Night Football wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.
- AFL on Seven: Saturday Night Football wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.



**Live and As-Live Data****Week 30 Primetime Shares**

ABC1:	11.4%
Seven:	19.4%
Nine:	20.0%
Ten:	16.1%
SBS1:	5.0%

ABC2:	2.6%
ABC3:	0.8%
ABC News 24:	1.0%
7TWO:	4.1%
7mate:	4.0%
GO!:	4.3%
Gem:	3.2%
One:	4.3%
Eleven:	2.9%
SBS2:	0.8%
NITV:	0.1%

**Week 30 Combined Multiple Channels Primetime Shares**

ABC1:	15.8%
Seven:	27.5%
Nine:	27.5%
Ten:	23.3%
SBS:	5.9%

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

### Primetime audience demographics for primary channels

#### 6:00pm-midnight Week 30, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.4%	20.0%	16.1%	11.4%	5.0%
16-39s	19.7%	20.1%	20.6%	4.4%	3.5%
18-49s	19.8%	20.7%	20.0%	5.2%	4.0%
25-54s	19.8%	21.5%	19.1%	6.2%	4.3%

### Primetime audience demographics for digital channels

#### 6:00pm-midnight Week 30, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.1%	2.3%	2.4%	2.7%
7mate	4.0%	6.1%	5.6%	5.3%
GO!	4.3%	5.8%	5.3%	5.0%
Gem	3.2%	2.6%	2.6%	2.6%
One:	4.3%	4.3%	4.6%	4.5%
Eleven	2.9%	4.9%	4.4%	4.0%
ABC2	2.6%	3.3%	2.8%	2.6%
ABC3	0.8%	0.5%	0.5%	0.5%
ABC News 24	1.0%	0.6%	0.9%	0.9%
SBS2	0.8%	1.1%	1.1%	1.0%
NITV	0.1%	0.1%	0.1%	0.1%

### Primetime audience demographics for combined audiences of all channels.

#### 6:00pm-midnight Week 30, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	27.5%	27.5%	23.3%	15.8%	5.9%
16-39s	28.0%	28.6%	29.8%	8.9%	4.7%
18-49s	27.8%	28.6%	29.0%	9.4%	5.2%
25-54s	27.7%	29.1%	27.6%	10.2%	5.4%

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 21% on Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	The X Factor	#3
The X Factor	#4	Seven News	#7
		Sunday Night	#9
16-39s		18-49s	
The X Factor	#4	The X Factor	#4
Seven News	#8	Seven News	#6
		Sunday Night	#9

- **Seven News** (1.315 million).
- **The X Factor** (1.274 million) peaks at 1.562 million, wins in total viewers, 16-39s, 18-49s and 25-54s and is one of Sunday's top four most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.

## Monday

- Seven wins in breakfast television. Sunrise is up 31% on Today.
- Seven wins in morning television. The Morning Show is up 66% on Mornings.
- Seven wins in primetime on digital channels. 7TWO is the most-watched digital channel for total viewers in primetime. 7mate is the most-watched digital channel in primetime for 16-39s, 18-49s and 25-54s.

## Tuesday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 15% on Nine and up 52% on Ten in total viewers.
  - Seven leads Nine and is up 25% on Ten in 16-39s. Seven is up 8% on Nine and up 28% on Ten in 18-49s. Seven is up 6% on Nine and up 28% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for 16-39s and 18-49s,
- 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) leads Nine (Nine + Go + Gem) and is up 44% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 5% on Nine and up 28% on Ten in 16-39s. Seven is up 8% on Nine and up 28% on Ten in 18-49s. Seven is up 5% on Nine and up 28% 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 55% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
The X Factor	#3	The X Factor	#3
Seven News	#4	Winners and Losers	#4
Seven News – Today Tonight	#7	Home and Away	#9
Home and Away	#9		
<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#3	The X Factor	#3
Winners and Losers	#5	Winners and Losers	#4
Home and Away	#7	Home and Away	#7

- **Home and Away** (0.913 million) wins in 16-39s, 18-49s and 25-54s.
- **The X Factor** (1.167 million) peaks at 1.572 million, wins its timeslot and ranks in Tuesday's top three most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Winners and Losers** (0.857 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 29 share in 16-39s, 29 share in 18-49s and 28 share in 25-54s.

## Wednesday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 19% on Nine and up 21% on Ten.
- 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 is number 1 in primetime for total viewers. Seven + 7TWO + 7mate is up 24% on Nine + Go + Gem and up 31% on Ten + One + Eleven.
- Seven wins in breakfast television. Sunrise is up 26% on Today.
- Seven wins in morning television. The Morning Show is up 22% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	The X Factor	#3
The X Factor	#4	Home and Away	#8
Seven News – Today Tonight	#6	Criminal Minds	#9
Home and Away	#9		
<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#3	The X Factor	#3
Home and Away	#5	Home and Away	#5
Criminal Minds	#7	Criminal Minds	#6

- **The X Factor** (1.079 million) peaks at 1.365 million and is one of Wednesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.

## Thursday

- Seven wins in breakfast television. Sunrise is up 22% Today.
- Seven wins in morning television. The Morning Show is up 74% on Mornings.

## Friday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers and 18-49s.
  - Seven is up 11% on Nine and up 24% on Ten in total viewers.
  - Seven is up 7% on Ten in 16-39s. Seven leads Nine and is up 10% on Ten in 18-49s. Seven is up 6% on Ten in 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. Seven + 7TWO + 7mate is up 4% on Nine + Go + Gem and up 15% on Ten + One + Eleven.
- Seven wins in breakfast television. Sunrise is up 22% on Today.
- Seven wins in morning television. The Morning Show is up 74% on Mornings.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Better Homes and Gardens	#2	Better Homes and Gardens	#1
Seven News	#3	Seven News	#5
Seven News – Today Tonight	#5	Seven News – Today Tonight	#6
<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#2	Better Homes and Gardens	#1
		Seven News	#8
		Seven News – Today Tonight	#10

- Better Homes and Gardens** (1.009 million) is Friday's most-watched programme for 18-49s and 25-54s and one of the top two most-watched programmes for total viewers and 16-39s.
- AFL on Seven: Friday Night Football** wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 28 share in 16-39s and 27 share in 18-49s.

## 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 57% on Nine and up 29% on Ten in total viewers.
  - Seven is up 87% on Nine and up 50% on Ten in 16-39s. Seven is up 60% on Nine and up 29% on Ten in 18-49s. Seven is up 56% on Nine and up 31% on Ten in 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 37% on Nine (Nine + Go + Gem) and up 17% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 88% on Nine and up 34% on Ten in 16-39s. Seven is up 54% on Nine and up 13% on Ten in 18-49s. Seven is up 47% on Nine and up 14% 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#2
		AFL on Seven	#5
		Pirates of the Caribbean	#8
<b>16-39s</b>		<b>18-49s</b>	
Pirates of the Caribbean	#3	Seven News	#4
Seven News	#5	AFL on Seven	#5
AFL on Seven	#6	Pirates of the Caribbean	#6

- AFL on Seven: Saturday Night Football** wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 29 share in total viewers, 32 share in 16-39s, 29 share in 18-49s and 31 share in 25-54s.