

23 September 2013

Seven Network Ratings Report

Week 38: 15 September – 21 September 2013



Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers, 18-49s and 25-54s in the latest survey week.
- Seven is up 13% on Nine and up 128% on Ten in total viewers.
- Seven is up 61% on Ten in 16-39s. Seven leads Nine and is up 78% on Ten in 18-49s. Seven leads Nine and is up 92% on Ten in 25-54s.
- Seven wins primetime on Sunday, Monday, Tuesday, Wednesday, Friday and Saturday on primary channels.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers on the combined audiences of all multiple channels.
- Seven + 7TWO + 7mate is up 10% on Nine + Go + Gem and up 104% on Ten + One + Eleven in total viewers.
- Seven wins primetime on Monday, Tuesday, Wednesday and Friday on digital channels on digital channels.
- Seven + 7TWO + 7mate wins primetime on Sunday, Monday, Tuesday, Wednesday, Friday and Saturday on the combined audiences of all channels.

Seven wins in breakfast television.

- Sunrise is up 10% on Today in total viewers across 6:00-9:00am.

Seven wins in morning television.

- The Morning Show is up 48% on Mornings.

Seven dominates the most-watched programmes.

- The X Factor peaks at 1.752 million, dominates in total viewers, 16-39s, 18-49s and 25-54s, and is Sunday's number one most-watched programme for 16-39s, 18-49s and 25-54s.
- Sunday Night dominates in total viewers, 16-39s, 18-49s and 25-54s.
- Bones dominates in total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.745 million, dominates its timeslot and is Monday's number one most-watched programme for 18-49s and 25-54s.
- Mr Selfridge wins and ranks in Monday's top ten for 16-39s, 18-49s and 25-54s.
- Border Security peaks at 1.206 million, wins and ranks in Tuesday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.

- The Force peaks at 1.273 million, wins and ranks in Tuesday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Winners and Losers peaks at 1.137 million, wins and is one of Tuesday's top two most-watched programmes for 16-39s and 18-49s and one of the top three most-watched programmes for 18-49s.
- AFL on Seven: Friday Night Football: The Finals Series dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.
- AFL on Seven: Saturday Night Football: The Finals Series dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.

Seven is number 1 in 2013.

- Seven is number 1 for total viewers in primetime across the current television season.
- 7TWO is the most-watched digital channel for total viewers across the current television season.
- 7mate is the most-watched digital channel in its men 16-54 target audience 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.

Live and As-Live Data

Week 38 Primetime Shares

ABC1:	13.8%
Seven:	23.9%
Nine:	21.1%
Ten:	10.5%
SBS1:	3.8%

ABC2:	3.1%
ABC3:	0.8%
ABC News 24:	1.2%
7TWO:	3.9%
7mate:	4.0%
GO!:	4.6%
Gem:	3.2%
One:	2.1%
Eleven:	3.0%
SBS2:	0.8%
NITV:	0.2%

Week 38 Combined Multiple Channels Primetime Shares

ABC1:	18.9%
Seven:	31.8%
Nine:	28.9%
Ten:	15.6%
SBS:	4.8%

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 38, 2013					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	23.9%	21.1%	10.5%	13.8%	3.8%
16-39s	23.0%	24.0%	14.3%	5.8%	2.4%
18-49s	23.9%	23.6%	13.4%	7.0%	2.6%
25-54s	24.2%	23.5%	12.7%	8.2%	2.8%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 38, 2013					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.8%	28.9%	15.6%	18.9%	4.8%
16-39s	31.2%	33.6%	20.8%	10.7%	3.6%
18-49s	32.0%	32.9%	19.8%	11.4%	3.8%
25-54s	32.2%	32.4%	18.9%	12.5%	4.0%

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 primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 21% on Nine and up 227% on Ten in total viewers.
 - Seven is up 16% on Nine and up 94% on Ten in 16-39s. Seven is up 22% on Nine and up 147% on Ten in 18-49s. Seven is up 23% on Nine and up 181% 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 12% on Nine (Nine + Go + Gem) and up 158% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 4% on Nine and up 66% on Ten in 16-39s. Seven is up 5% on Nine and up 99% on Ten in 18-49s. Seven is up 8% on Nine and up 119% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 20% on Weekend Today across 7:00-10:00am.

- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#2	The X Factor	#1
Sunday Night	#4	Sunday Night	#3
Seven News	#5	Bones	#7
Bones	#7	Castle	#9
16-39s		18-49s	
The X Factor	#1	The X Factor	#1
Sunday Night	#4	Sunday Night	#3
Bones	#7	Bones	#6
Seven News	#10	Seven News	#9
		Castle	#10

- **Seven News** (1.192 million).
- **The X Factor** (1.440 million) peaks at 1.752 million, dominates in total viewers, 16-39s, 18-49s and 25-54s, and is Sunday's number one most-watched programme for 16-39s, 18-49s and 25-54s – 29 share in total viewers, 33 share in 18-49s and 33 share in 25-54s.
- **Sunday Night** (1.200 million) dominates in total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 30 share in 16-39s, 26 share in 18-49s and 28 share in 25-54s.
- **Bones** (0.899 million) dominates in total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 25 share in 18-49s and 27 share in 25-54s.
- **Castle** (0.678 million) ranks in Sunday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 12% on Nine and up 140% on Ten.
- 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.
 - Seven + 7TWO + 7mate is up 12% on Nine + Go + Gem and up 101% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 22% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 55% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	The X Factor	#1
The X Factor	#2	Seven News	#4
Today Tonight	#5	Home and Away	#6
Home and Away	#6	Today Tonight	#8
		Mr Selfridge	#9
16-39s		18-49s	
The X Factor	#2	The X Factor	#1
Home and Away	#3	Home and Away	#4
Seven News	#5	Seven News	#5
Mr Selfridge	#7	Mr Selfridge	#7
Today Tonight	#8	Today Tonight	#9

- **Seven News** (1.419 million). Seven News wins network – up 88,000 viewers on Nine News, a 7% audience advantage.
- **Today Tonight** (1.088 million).

- **Home and Away** (1.047 million) wins.
- **The X Factor** (1.400 million) peaks at 1.745 million, dominates its timeslot and is Monday's number one most-watched programme for 18-49s and 25-54s – 27 share in total viewers.
- **Mr Selfridge** (0.834 million) wins and ranks in Monday's top ten for 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers and 25-54s.
 - Seven is up 20% on Nine and up 53% on Ten in total viewers. Seven is up 2% on Nine and up 27% 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 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 and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 17% on Nine (Nine + Go + Gem) and up 47% on Ten (Ten + One + Eleven) in total viewers.
 - Seven leads Nine and is up 24% 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 34% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Winners and Losers	#2
The Force	#3	The Force	#4
Border Security	#4	Seven News	#6
Today Tonight	#6	Border Security	#7
Winners and Losers	#9	Home and Away	#9
Home and Away	#10	Today Tonight	#10
16-39s		18-49s	
Winners and Losers	#2	Winners and Losers	#3
Home and Away	#4	The Force	#4
The Force	#5	Home and Away	#5
Border Security	#7	Border Security	#6
		Seven News	#7

- **Seven News** (1.189 million). Seven News wins network.

- **Border Security** (1.037 million) peaks at 1.206 million, wins and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **The Force** (1.095 million) peaks at 1.273 million, wins and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Winners and Losers** (0.925 million) peaks at 1.137 million, wins and is one of Tuesday's top two most-watched programmes for 16-39s and 25-54s and one of the top three most-watched programmes for 18-49s.

Wednesday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 3% on Nine and up 50% on Ten.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 16-39s, 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.
 - Seven + 7TWO + 7mate is up 4% on Nine + Go + Gem and up 51% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 15% on 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	
Seven News	#1	Seven News	#6
Today Tonight	#4	Home and Away	#8
Home and Away	#7	Today Tonight	#10
16-39s		18-49s	
Just For Laughs	#6	Home and Away	#6
Home and Away	#7	Just For Laughs	#8
SlideShow	#10	Seven News	#9

- **Seven News** (1.157 million). Seven News wins network.
- **Today Tonight** (0.936 million). Today Tonight wins network.

Thursday

- Seven wins in news and public affairs.
- 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 79% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Home and Away	#4
Today Tonight	#3	Seven News	#5
Home and Away	#5	Dynamo	#6
Dynamo	#9	Today Tonight	#9
16-39s		18-49s	
Home and Away	#3	Home and Away	#3
Dynamo	#4	Dynamo	#4
Please Marry My Boy 1	#6	Seven News	#6
Please Marry My Boy 2	#7	Please Marry My Boy 1	#8
Seven News	#10	Please Marry My Boy 2	#9

- **Seven News** (1.174 million). Seven News wins network – up 59,000 viewers on Nine News, a 5% audience advantage.
- **Today Tonight** (0.942 million). Today Tonight wins network – up 70,000 viewers on A Current Affair, an 8% audience advantage.

Friday

- 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 240% on Ten in total viewers.
 - Seven is up 10% on Nine and up 174% on Ten in 16-39s. Seven is up 9% on Nine and up 177% on Ten in 18-49s. Seven is up 7% on Nine and up 182% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 16-39s, 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 20% on Nine (Nine + Go + Gem) and up 183% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 7% on Nine and up 121% on Ten in 16-39s. Seven is up 7% on Nine and up 117% on Ten in 18-49s. Seven is up 9% on Nine and up 125% 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 50% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	AFL on Seven	#3
AFL on Seven	#5	Seven News	#7
Today Tonight	#7	AFL on Seven: Post-Match	#9
		Today Tonight	#10
16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#1
AFL on Seven: Post-Match	#8	AFL on Seven: Post-Match	#7
Seven News	#10	Seven News	#9

- **AFL on Seven: Friday Night Football: The Finals Series** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 47 share in total viewers, 56 share in 16-39s, 55 share in 18-49s and 53 share in 25-54s.

Saturday

- Seven wins in news.
- Seven wins primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 26% on Nine and up 249% on Ten in total viewers.
 - Seven is up 7% on Nine and up 142% on Ten in 16-39s. Seven is up 14% on Nine and up 187% on Ten in 18-49s. Seven is up 15% on Nine and up 202% 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, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 8% on Nine (Nine + Go + Gem) and up 178% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 91% on Ten in 16-39s. Seven is up 2% on Nine and up 123% on Ten in 18-49s. Seven is up 5% on Nine and up 139% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 10% on Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	AFL on Seven	#1
AFL on Seven	#2	Seven News	#4
AFL on Seven: Pre-Match	#8	AFL on Seven: Pre-Match	#7
		AFL on Seven: Post-Match	#8
16-39s		18-49s	
AFL on Seven	#2	AFL on Seven	#2
Seven News	#4	Seven News	#4
AFL on Seven: Pre-Match	#6	AFL on Seven: Pre-Match	#7
AFL on Seven: Post-Match	#10	AFL on Seven: Post-Match	#8

- **Seven News** (1.316 million). Seven News wins network – up 388,000 viewers on Nine News, a 42% audience advantage.
- **AFL on Seven: Friday Night Football: The Finals Series** (1.229 million) dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 37 share in total viewers, 38 share in 16-39s, 39 share in 18-49s and 39 share in 25-54s.