

17 November 2014

Seven Network Ratings Report

Week 46: 9 November – 15 November 2014

**SEVEN IS
NUMBER ONE.**



Seven is number 1 in 2014

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

Seven + 7TWO + 7mate is number 1 in 2014.

- 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 wins in breakfast television.

- Sunrise is up 37% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 44% on Mornings in total viewers.

Seven scores in the most-watched programmes.

- Sunday Night peaks at 1.183 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Surveillance Oz peaks at 1.059 million and is one of Sunday's top two most-watched programmes for 16-39s and 18-49s and one of the top three most-watched programmes for 25-54s.
- Dancing with the Stars peaks at 1.104 million, wins in total viewers and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Criminal Minds is Wednesday's most-watched programme for 25-54s.
- Better Homes and Gardens peaks at 1.052 million and ranks in Friday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: The Incredibles is Saturday's number one most-watched programme for 16-39s and one of the top two most-watched programmes for 18-49s.

Primetime audience demographics for primary channels

6:00pm-midnight Week 46, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.2%	21.0%	12.5%	13.3%	3.9%
16-39s	17.1%	23.4%	14.5%	6.2%	2.9%
18-49s	17.6%	22.9%	14.8%	7.5%	3.1%
25-54s	18.4%	22.6%	14.7%	8.5%	3.4%

Primetime audience demographics for digital channels

6:00pm-midnight Week 46, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.6%	2.0%	2.5%	3.1%
7mate	3.8%	5.9%	5.9%	5.4%
GO!	5.5%	7.8%	6.9%	6.3%
Gem	4.0%	3.5%	3.5%	3.4%
One:	2.6%	3.0%	3.2%	3.2%
Eleven	3.3%	6.0%	5.1%	4.6%
ABC2:	3.1%	4.2%	3.6%	3.3%
ABC3	0.9%	0.6%	0.6%	0.5%
ABC News 24	1.4%	1.1%	1.3%	1.3%
SBS2	0.9%	1.8%	1.5%	1.3%
NITV	0.2%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 46, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	27.6%	30.5%	18.3%	18.6%	5.0%
16-39s	24.9%	34.8%	23.4%	12.1%	4.8%
18-49s	26.0%	33.2%	23.1%	13.0%	4.7%
25-54s	26.8%	32.3%	22.4%	13.6%	4.8%

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 27% on Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Sunday Night	#3	Surveillance Oz	#3
Seven News	#4	Sunday Night	#4
Surveillance Oz	#5	Seven News	#6
		The Big Adventure	#9
16-39s		18-49s	
Surveillance Oz	#2	Surveillance Oz	#2
Sunday Night	#5	Sunday Night	#4
Seven News	#7	Seven News	#5
The Big Adventure	#10	The Big Adventure	#9

- **Sunday Night** (1.027 million) peaks at 1.183 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Surveillance Oz** (0.931 million) peaks at 1.059 million and is one of Sunday's top two most-watched programmes for 16-39s and 18-49s and one of the top three most-watched programmes for 25-54s.

Monday

- Seven wins in breakfast television. Sunrise is up 40% on Today.
- Seven wins in morning television. The Morning Show is up 41% on Mornings.
- 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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#6	Home and Away	#4
Seven News – Today Tonight	#7	The Blacklist	#6
Home and Away	#9	Nabbed	#8
		Highway Patrol	#9
		Seven News – Today Tonight	#10
16-39s		18-49s	
Home and Away	#4	Home and Away	#4
Highway Patrol	#5	Highway Patrol	#5
Nabbed	#7	The Blacklist	#6
		Nabbed	#7

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 21% on Nine and up 37% on Ten.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 5% on Nine + Go + Gem and up 38% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 42% on Today.
- Seven wins in morning television. The Morning Show is up 50% on Mornings.
- Seven wins at 5:30pm with Million Dollar Minute.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News – Today Tonight	#3	Home and Away	#2
Seven News	#4	Seven News – Today Tonight	#4
Home and Away	#5	Seven News	#7
Dancing with the Stars	#6	Dancing with the Stars	#9
16-39s		18-49s	
Home and Away	#1	Home and Away	#1
Dancing with the Stars	#7	Dancing with the Stars	#7
Seven News – Today Tonight	#10	Seven News – Today Tonight	#9

- **Home and Away** (0.887 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and is Tuesday's number one most-watched programme for 16-39s and 18-49s.
- **Dancing with the Stars** (0.886 million) peaks at 1.104 million, wins in total viewers and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 18-49s and 25-54s.
 - Seven is up 18% on Nine and up 70% on Ten in total viewers.
 - Seven is up 15% on Ten in 16-39s. Seven leads Nine and is up 15% on Ten in 18-49s. Seven is up 6% on Nine and up 30% 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 + 7TWO + 7mate is number 1: up 21% on Nine + Go + Gem and up 74% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 33% on Today.
- Seven wins in morning television. The Morning Show is up 39% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Criminal Minds	#1
Seven News – Today Tonight	#3	Home and Away	#3
Home and Away	#6	Criminal Minds	#10
Criminal Minds	10		
16-39s		18-49s	
Home and Away	#1	Home and Away	#1
Criminal Minds	#5	Criminal Minds	#3
Air Rescue	#8	Air Rescue	#10

- **Seven News** (0.927 million). Seven News wins network.
- **Seven News – Today Tonight** (0.881 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.781 million) wins in 16-39s, 18-49s and 25-54s, and is Wednesday's number one most-watched programme for 16-39s and 18-49s.
- **Criminal Minds** (0.740 million) is Wednesday's most-watched programme for 25-54s.

Thursday

- Seven wins in breakfast television. Sunrise is up 32% on Today.
- Seven wins in morning television. The Morning Show is up 42% on Mornings.
- 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, 18-49s and 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Beauty and the Geek	#5
Seven News – Today Tonight	#4	Home and Away	#8
Home and Away	#9	Beauty and the Geek	#9
		Seven News	#10
16-39s		18-49s	
Home and Away	#2	Beauty and the Geek	#3
Beauty and the Geek	#3	Beauty and the Geek	#6
Beauty and the Geek	#4	Home and Away	#7

Friday

- Seven wins in breakfast television. Sunrise is up 38% on Today.
- Seven wins in morning television. The Morning Show is up 39% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#3
Seven News – Today Tonight	#4	Better Homes and Gardens	#4
Better Homes and Gardens	#5	Seven News – Today Tonight	#5
		Grease	#6
16-39s		18-49s	
Grease	#3	Better Homes and Gardens	#3
Better Homes and Gardens	#4	Grease	#4
Seven News – Today Tonight	#8	Seven News – Today Tonight	#5
Seven News	#10	Seven News	#6

- Better Homes and Gardens** (0.848 million) peaks at 1.052 million and ranks in Friday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s..

Saturday

- Seven wins in news.
- Seven wins in breakfast television. Weekend Sunrise is up 12% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
The Incredibles	#7	The Incredibles	#4
V8s on Seven	#8	V8s on Seven	#6
		V8s on Seven	#7
16-39s		18-49s	
The Incredibles	#1	The Incredibles	#2
Seven News	#3	Seven News	#4
V8s on Seven	#8	V8s on Seven	#6
Grey	#9	V8s on Seven	#8
Weekend Sunrise	#10	V8s on Seven	#10

- Seven News** (0.845 million). Seven News wins network – up 100,000 viewers on Nine News, a 13% audience advantage.
- Saturday Night At The Movies: The Incredibles** (0.514 million) is Saturday's number one most-watched programme for 16-39s and one of the top two most-watched programmes for 18-49s.

Live and As-Live Data**Week 46 Primetime Shares**

ABC1:	13.3%
Seven:	18.2%
Nine:	21.0%
Ten:	12.5%
SBS1:	3.9%

ABC2:	3.1%
ABC3:	0.9%
ABC News 24:	1.4%
7TWO:	5.6%
7mate:	3.8%
GO!:	5.5%
Gem:	4.0%
One:	2.6%
Eleven:	3.3%
SBS2:	0.9%
NITV:	0.2%

Week 46 Combined Multiple Channels Primetime Shares

ABC1:	18.6%
Seven:	27.6%
Nine:	30.5%
Ten:	18.3%
SBS:	5.0%

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