

SEVEN IS NUMBER ONE.



Seven dominates Australian television in 2013

Seven is number one and delivers audience share growth in all key audience demographics

Seven dominates the most-watched events and most-watched programmes

1 December 2013 --- Seven is Australia's most-watched television network in 2013. In a year of major events, Seven continues to dominate the television landscape.

Seven is the most-watched network on primary channels and combined audiences of primary and digital channels. This is Seven's seventh consecutive year of market leadership. Seven has delivered a record audience share in primetime and also built audience share in all key audience demographics: 16-39s, 18-49s and 25-54s.

Seven dominates the most-watched events – with My Kitchen Rules the most-watched event on television in 2013 and AFL on Seven: The Grand Final the most-watched sports event.

Driven by My Kitchen Rules and The X Factor, Seven dominates the most-watched series on television with 6 of the top 10 and 13 of the top 20 programme. Two new projects for Seven have also underpinned the network's performance in 2013: A Place To Call Home is the best-performing Australian drama series on television and House Rules is the most successful new event franchise on television.

Building on this leadership in primetime, Seven is number 1 in breakfast television for the tenth consecutive year and number 1 in morning television for the seventh consecutive year.

Commenting, Seven's Director of Programming, Angus Ross said: "Seven's depth and consistency of programming has resulted in a seventh year of being number one and record shares in 16-39s, 18-49s and 25-54s.

"We're immensely proud of having Australia's number one television event – My Kitchen Rules, the number one talent show event The X Factor, the number one Australian drama A Place to Call Home and the number one new drama The Blacklist. The successful launch of House Rules this year combined with our growing tent poles My Kitchen Rules and X Factor puts us in an even stronger position for 2014," Mr Ross said.

Commenting, CEO of Seven West Media, Tim Worner, said: "It's another year where our guys in television have absolutely nailed the strategy. Seven has met the twin aims of not only having the biggest number of big programs but also having them spread across the year. It's that mantra of depth and consistency, that's what our advertising partners tell us they want and that's what we will keep on delivering them.

"Sure we're number one again, but it's the way we're doing it and the way we're going to keep doing it that is the key. This time of the year we always hear how this network is leading in that and this other network is leading in this. No asterisks on our performance. The fact is there is only one number one network in Australia. And that is Seven."

Seven delivers a double win in primetime

Seven's primary channel is number 1 in primetime.

Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime across 2013.

Seven's primary channel and the broadcast platform of Seven + 7TWO + 7mate both delivered share growth in total viewers and all key audience demographics in primetime across 2013.

Seven dominates the most-watched programmes.

Seven scores 6 of the top 10, 13 of the top 20, 21 of the top 40 and 27 of the top 50 most-watched regular programmes on television.

My Kitchen Rules (1.976 million) and The X Factor (1.605 million) dominate the most-watched programmes in 2013. Building on Seven's success in event television, House Rules has emerged as the biggest new franchise in 2013 with House Rules – Reveal delivering 1.360 million across its first season.

A Place To Call Home (1.475 million) is the most-watched Australian drama series on television.

The Blacklist (1.400 million), Revenge (1.275 million), Downton Abbey (1.498 million viewers) Packed to the Rafters (1.443 million viewers) and Winners and Losers (1.117 million) dominate the most-watched drama series.

The final of My Kitchen Rules delivers 3.270 million. The final of The X Factor delivers 2.404 million.

The final of House Rules delivers 1.926 million. The final of Packed to the Rafters delivers 1.585 million.

Seven dominates the most-watched sports events.

The AFL Grand Final on Seven (2.718 million for the match and 2.471 million for the post-match presentations) is the most-watched sports event in 2013.

The Melbourne Cup on Seven (2.310 million) ranks only behind the AFL Grand Final as the most-watched sports event. The Australian Open on Seven: The Men's Final (2.142 million) and V8s on Seven: The Bathurst 1000 (Podium: 1.484 million and The Race: 1.262 million) deliver outstanding performances.

Seven set for 2014.

New on Seven in 2014: INXS: Never Tear Us Apart, The Killing Field, Australia: The Story of Us, Bringing Sexy Back, Resurrection, Intelligence, The Goldbergs and The Amazing Race Australia.

Returning to Seven in 2014: My Kitchen Rules, House Rules, The X Factor, A Place To Call Home, Home and Away, Winners and Losers, Dancing with the Stars, Better Homes and Gardens, Anh Does, Downton Abbey, Mr Selfridge, Revenge, The Blacklist, Marvel's Agents of S.H.I.E.L.D, Border Security, The Force and Highway Patrol.

Seven delivers audience share growth in 2013.

Seven + 7TWO + 7mate delivers a record audience share and growth in all key audience demographics across 2013. Seven delivers audience share growth in all key demographics on primary channels in 2013:

Combined Channels Total Viewers

	Seven	Nine	Ten
2012	39.4%	36.3%	24.3%
2013	40.2%	37.4%	22.4%

16-39s

	Seven	Nine	Ten
2012	34.2%	37.1%	28.6%
2013	35.2%	38.8%	26.0%

18-49s

	Seven	Nine	Ten
2012	34.8%	37.3%	27.9%
2013	36.1%	38.4%	25.4%

25-54s

	Seven	Nine	Ten
2012	35.4%	37.3%	27.3%
2013	36.8%	38.4%	24.9%

Primary Channels Total Viewers

	Seven	Nine	Ten
2012	29.6%	28.0%	16.9%
2013	30.0%	27.3%	15.4%

16-39s

	Seven	Nine	Ten
2012	26.1%	27.3%	19.6%
2013	26.5%	27.7%	18.0%

18-49s

	Seven	Nine	Ten
2012	27.1%	28.1%	19.2%
2013	27.2%	27.8%	17.4%

25-54s

	Seven	Nine	Ten
2012	27.6%	28.4%	18.9%
2013	27.7%	28.1%	17.1%

Top 50 Most-Watched Series in 2013

Delivering for Seven in 2013: My Kitchen Rules, The X Factor, Downtown Abbey, A Place To Call Home, Packed to the Rafters, The Blacklist, House Rules, Revenge, Dancing with the Stars, Sunday Night, The Force, Winners and Losers, Border Security, Mrs Brown's Boys, Highway Patrol, Celebrity Splash, Marvel's Agents of S.H.I.E.L.D., Home and Away, Mr Selfridge, Bones, Better Homes and Gardens, Cosentino: The Magic, The Mystery, The Madness, Criminal Minds and Beauty and the Geek.

1	THE VOICE – SUNDAY	9	2,071,000
2	THE VOICE – TUESDAY	9	2,028,000
3	MY KITCHEN RULES – WEDNESDAY	7	1,976,000
4	MY KITCHEN RULES – THURSDAY	7	1,963,000
5	MY KITCHEN RULES – MONDAY	7	1,937,000
6	MY KITCHEN RULES – TUESDAY	7	1,906,000
7	THE VOICE – MONDAY	9	1,855,000
8	THE BLOCK SKY HIGH – SUNDAY	9	1,606,000
9	THE X FACTOR – TUESDAY	7	1,605,000
10	THE X FACTOR - LIVE PERFORMANCE	7	1,589,000
11	THE X FACTOR – MONDAY	7	1,574,000
12	MY KITCHEN RULES – SUNDAY	7	1,573,000
13	THE X FACTOR - LIVE RESULTS	7	1,525,000
14	DOWNTON ABBEY	7	1,498,000
15	THE X FACTOR HOME VISITS	7	1,495,000
16	HAMISH & ANDY'S GAP YEAR ASIA	9	1,493,000
17	A PLACE TO CALL HOME	7	1,475,000
18	THE BLOCK: ALL STARS – SUNDAY	9	1,460,000
19	THE BLOCK SKY HIGH – MONDAY	9	1,445,000
20	PACKED TO THE RAFTERS	7	1,443,000
21	THE BLACKLIST	7	1,400,000
22	HOUSE RULES - REVEAL	7	1,360,000
23	THE BLOCK: ALL STARS – MONDAY	9	1,353,000
24	SEVEN NEWS – SUNDAY	7	1,342,000
25	THE BLOCK SKY HIGH – TUESDAY	9	1,327,000
26	THE BLOCK SKY HIGH – WEDNESDAY	9	1,312,000
27	NINE NEWS - SUNDAY	9	1,311,000
28	THE BLOCK: ALL STARS – TUESDAY	9	1,306,000
29	THE BIG BANG THEORY	9	1,290,000
30	NINE NEWS SPECIAL	9	1,281,000
31	REVENGE	7	1,275,000
32	60 MINUTES	9	1,264,000
33	THE BLOCK SKY HIGH – THURSDAY	9	1,261,000
34	DANCING WITH THE STARS	7	1,238,000
35	SUNDAY NIGHT	7	1,230,000

36	THE FORCE	7	1,228,000
37	GRUEN NATION	ABC I	1,212,000
38	NINE NEWS – MONDAY - FRIDAY	9	1,209,000
39	THE BIG BANG THEORY – TUESDAY	9	1,208,000
40	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL FINALS	7	1,187,000
41	NEW TRICKS	ABC I	1,185,000
42	HOUSE HUSBANDS	9	1,180,000
43	HOUSE RULES – TUESDAY	7	1,179,000
44	THE BLOCK: ALL STARS – WEDNESDAY	9	1,177,000
45	SEVEN NEWS – MONDAY-FRIDAY	7	1,177,000
46	THE FORCE –TUESDAY	7	1,152,000
47	THE BLOCK: ALL STARS – THURSDAY	9	1,139,000
48	WINNERS & LOSERS	7	1,117,000
49	BORDER SECURITY	7	1,116,000
50	BORDER SECURITY -TUESDAY	7	1,102,000

Top 50 Most-Watched Events in 2013

Delivering for Seven in 2013: My Kitchen Rules, AFL on Seven, The X Factor. The Melbourne Cup, House Rules, Packed to the Rafters and Downton Abbey with My Kitchen Rules the single most-watched event on television and AFL on Seven: The Grand Final the most-watched sports event.

1	MY KITCHEN RULES - WINNER ANNOUNCED	7	3,270,000
2	THE BLOCK SKY HIGH - WINNER ANNOUNCED	9	3,160,000
3	AFL ON SEVEN: THE GRAND FINAL	7	2,718,000
4	THE BLOCK SKY HIGH - AUCTIONS	9	2,663,000
5	STATE OF ORIGIN RUGBY LEAGUE: MATCH 3	9	2,607,000
6	AFL ON SEVEN: THE GRAND FINAL: PRESENTATIONS	7	2,471,000
7	STATE OF ORIGIN RUGBY LEAGUE: MATCH I	9	2,458,000
8	THE X FACTOR GRAND FINAL - WINNER ANNOUNCED	7	2,404,000
9	THE VOICE GRAND FINAL - WINNER ANNOUNCED	9	2,380,000
10	THE: MELBOURNE CUP ON SEVEN: THE RACE	7	2,310,000
11	THE X FACTOR - GRAND FINAL	7	2,290,000
12	MY KITCHEN RULES- -GRAND FINAL	7	2,256,000
13	STATE OF ORIGIN RUGBY LEAGUE: MATCH 2	9	2,255,000
14	RUGBY LEAGUE GRAND FINAL	9	2,246,000
15	THE BLOCK: ALL STARS - WINNER ANNOUNCED	9	2,211,000
16	THE BLOCK SKY HIGH - GRAND FINAL	9	2,184,000
17	THE VOICE - WEDNESDAY	9	2,121,000
18	THE VOICE - GRAND FINAL	9	2,093,000
19	THE X FACTOR - GRAND FINAL PERFORMANCE	7	2,078,000
20	THE BLOCK: ALL STARS - AUCTION	9	2,075,000

21	THE VOICE - SUNDAY	9	2,071,000
22	THE VOICE - TUESDAY	9	2,028,000
23	MY KITCHEN RULES – WEDNESDAY	7	1,976,000
24	AFL ON SEVEN: THE GRAND FINAL: ON THE GROUND	7	1,971,000
25	MY KITCHEN RULES – THURSDAY	7	1,963,000
26	THE VOICE – LAUNCH	9	1,940,000
27	MY KITCHEN RULES – MONDAY	7	1,937,000
28	HOUSE RULES - WINNER ANNOUNCED	7	1,926,000
29	MY KITCHEN RULES – TUESDAY	7	1,906,000
30	THE VOICE – MONDAY	9	1,855,000
31	STATE OF ORIGIN RUGBY LEAGUE: MATCH 1 - PRE MATCH	9	1,828,000
32	STATE OF ORIGIN RUGBY LEAGUE: MATCH 3 - PRE MATCH	9	1,785,000
33	UNDERBELLY: SQUIZZY - LAUNCH	9	1,733,000
34	STATE OF ORIGIN RUGBY LEAGUE; MATCH 2 - PRE MATCH	9	1,731,000
35	AFL ON SEVEN: THE GRAND FINAL: POST MATCH	7	1,726,000
36	THE BLOCK: ALL STARS - GRAND FINAL	9	1,708,000
37	THE MELBOURNE CUP ON SEVEN -RACE PRESENTATIO	7	1,643,000
38	THE BLOCK SKY HIGH – SUNDAY	9	1,606,000
39	THE X FACTOR – TUESDAY	7	1,605,000
40	HOUSE RULES - GRAND FINAL	7	1,594,000
41	THE X FACTOR - LIVE PERFORMANCE	7	1,589,000
42	PACKED TO THE RAFTERS - FINAL	7	1,585,000
43	BIG BROTHER - WINNER ANNOUNCED	9	1,580,000
44	THE X FACTOR – MONDAY	7	1,574,000
45	MY KITCHEN RULES – SUNDAY	7	1,573,000
46	THE X FACTOR – WEDNESDAY	7	1,568,000
47	THE X FACTOR - LIVE RESULTS	7	1,525,000
48	DOWNTON ABBEY	7	1,498,000
49	THE X FACTOR - HOME VISITS	7	1,495,000
50	HAMISH & ANDY'S GAP YEAR ASIA	9	1,493,000

Wk 7-48*(Sun-Thu) 2013 v 2012

5 City Metro

Commercial Networks

1800-2400

Total People, People 16-39, People 18-49, People 25-54

Commercial Shares %

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Data: Consolidated (Live + As Live + TSV) data prior to 20/11/2013 and Overnight (Live + As Live) data from 21/11/2013.