

29 September 2014

Seven Network Ratings Report

Week 39: 21 September – 27 September 2014

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 delivers on AFL Grand Final.

- AFL on Seven: The Grand Final dominates across television - with the match broadcast averaging a combined 3.718 million viewers including regional areas, up 87,000 viewers on last year, and peaking at 4.251 million viewers. The audience in metropolitan markets areas averages 2.813 million viewers, up 96,000 viewers on last year, and peaks at 3.128 million viewers.
- AFL on Seven: The Brownlow Medal dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

Seven wins in breakfast television.

- Sunrise is up 31% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 27% on Mornings in total viewers.

Seven scores in the most-watched programmes.

- The X Factor peaks at 1.419 million and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.298 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.441 million and ranks in Tuesday's top four programmes for 16-39s, 18-49s and 25-54s.
- Winners and Losers peaks at 1.473 million and is one of Tuesday's top two most-watched programmes for 18-49s and 25-54s and one of the top three most-watched programmes for 16-39s.
- Border Security peaks at 1.023 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.
- The Force peaks at 1.126 million, is one of Wednesday's top two most-watched programmes for 25-54s and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s.
- Criminal Minds peaks at 1.030 million, wins its timeslot and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.



2014 AFL Grand Final ratings

COMBINED (METRO + REGIONAL)	COMBINED	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: HAWTHORN V SYDNEY	3,718,000	4,251,000

METRO	METRO	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: SYDNEY V HAWTHORN	2,813,000	3,128,000

Average AFL audience for each city

GAME	SYD	MELB	BRIS	ADEL	PERTH
SEVEN'S AFL: GRAND FINAL: HAWTHORN V SYDNEY	551,000	1,310,000	275,000	302,000	376,000

Peak AFL audiences for each city

GAME	SYD	MELB	BRIS	ADEL	PERTH
SEVEN'S AFL: GRAND FINAL: HAWTHORN V SYDNEY	632,000	1,431,000	310,000	346,000	409,000

Other 2014 AFL Grand Final program ratings

COMBINED (METRO + REGIONAL)	COMBINED	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: GAME DAY	414,000	632,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	938,000	1,776,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	2,185,000	2,679,000
SEVEN'S AFL: GRAND FINAL: ON THE GROUND	2,829,000	3,167,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	3,380,000	4,017,000
SEVEN'S AFL: GRAND FINAL: POST MATCH	2,486,000	3,224,000

METRO	METRO	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: GAME DAY	285,000	385,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	701,000	1,335,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	1,698,000	2,034,000
SEVEN'S AFL: GRAND FINAL: ON THE GROUND	2,174,000	2,393,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	2,557,000	3,021,000
SEVEN'S AFL: GRAND FINAL: POST MATCH	1,835,000	2,371,000

Primetime audience demographics for primary channels

6:00pm-midnight Week 39, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.9%	24.8%	10.3%	12.4%	4.1%
16-39s	19.7%	29.1%	13.9%	4.6%	2.7%
18-49s	20.1%	28.5%	13.5%	5.7%	3.2%
25-54s	20.8%	28.2%	12.9%	6.8%	3.5%

Primetime audience demographics for digital channels

6:00pm-midnight Week 39, 2014				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.6%	1.9%	2.2%	2.6%
7mate	3.6%	5.5%	5.2%	4.9%
GO!	4.2%	6.4%	5.4%	4.8%
Gem	3.7%	2.9%	3.0%	3.0%
One:	2.9%	2.9%	3.3%	3.5%
Eleven	2.7%	4.4%	3.9%	3.5%
ABC2:	2.7%	3.3%	2.9%	2.7%
ABC3	0.8%	0.6%	0.6%	0.6%
ABC News 24	1.1%	0.8%	0.9%	0.9%
SBS2	1.0%	1.3%	1.4%	1.3%
NITV	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 39, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.1%	32.7%	15.9%	17.0%	5.2%
16-39s	27.1%	38.3%	21.3%	9.2%	4.1%
18-49s	27.5%	36.9%	20.7%	10.1%	4.7%
25-54s	28.2%	36.0%	19.8%	11.0%	4.9%

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 news.
- Seven wins in breakfast television. Weekend Sunrise is up 44% on Weekend Today in total viewers across 7:00-10:00am.
- 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	#2	The X Factor	#4
The X Factor	#5	Seven News	#5
Sunday Night	#6	Sunday Night	#6
		Castle	#9
16-39s		18-49s	
The X Factor	#5	The X Factor	#4
Sunday Night	#6	Sunday Night	#5
Seven News	#7	Seven News	#7

- **Seven News** (1.225 million). Seven News wins network.
- **The X Factor** (1.136 million) peaks at 1.419 million and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night** (1.023 million) peaks at 1.298 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 38% on Nine and up 189% on Ten in total viewers.
 - Seven is up 32% on Nine and up 142% on Ten in 16-39s. Seven is up 25% on Nine and up 123% on Ten in 18-49s. Seven is up 22% on Nine and up 129% 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 one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 38% on Nine (Nine + Go + Gem) and up 152% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 21% on Nine and up 101% on Ten in 16-39s. Seven is up 18% on Nine and up 86% on Ten in 18-49s. Seven is up 18% on Nine and up 95% 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 35% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Brownlow Medal	#2
Brownlow Medal	#6	Seven News	#8
Seven News – Today Tonight	#7	Home and Away	#9
16-39s		18-49s	
Brownlow Medal	#2	Brownlow Medal	#2
Home and Away	#5	Home and Away	#7
Brownlow Medal – Carpet	#7		

- **AFL on Seven: The Brownlow Medal** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 41 share in total viewers, 45 share in 16-39s, 42 share in 18-49s and 42 share in 25-54s.

Tuesday

- Seven wins in breakfast television. Sunrise is up 38% on Today.
- Seven wins in morning television. The Morning Show is up 44% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#4	Winners and Losers	#2
Seven News	#6	The X Factor	#3
Seven News – Today Tonight	#7	Home and Away	#8
Winners and Losers	#8	Seven News – Today Tonight	#9
Home and Away	#9	Seven News	#10
16-39s		18-49s	
Winners and Losers	#3	Winners and Losers	#2
Home and Away	#4	The X Factor	#4
The X Factor	#5	Home and Away	#6
Last Days	#10	Seven News – Today Tonight	#10

- **Home and Away** (0.980 million) wins in 16-39s.
- **The X Factor** (1.127 million) peaks at 1.441 million and ranks in Tuesday's top four programmes for 16-39s, 18-49s and 25-54s.
- **Winners and Losers** (0.898 million) peaks at 1.473 million and is one of Tuesday's top two most-watched programmes for 18-49s and 25-54s and one of the top three most-watched programmes for 16-39s – 26 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.

Wednesday

- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number 1 for total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers
- Seven wins in breakfast television. Sunrise is up 34% on Today.
- Seven wins in morning television. The Morning Show leads Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	The Force	#4
The Force	#6	Home and Away	#5
Seven News – Today Tonight	#7	Criminal Minds	#6
Home and Away	#8	Border Security	#10
Border Security	#9		
Criminal Minds	#10		
16-39s		18-49s	
Home and Away	#4	The Force	#2
The Force	#5	Criminal Minds	#3
Criminal Minds	#8	Home and Away	#7
		Border Security	#8

- Home and Away** (0.893 million) wins in 16-39s and 18-49s.
- Border Security** (0.876 million) peaks at 1.023 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.
- The Force** (0.972 million) peaks at 1.126 million, is one of Wednesday's top two most-watched programmes for 25-54s and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s.
- Criminal Minds** (0.877 million) peaks at 1.030 million, wins its timeslot and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in breakfast television. Sunrise is up 20% on Today.
- Seven wins in morning television. The Morning Show is up 33% 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.

Friday

- Seven wins in breakfast television. Sunrise is up 33% on Today.
- Seven wins in morning television. The Morning Show is up 24% on Mornings.

Saturday

- Seven wins in news.
- Seven wins breakfast television. Weekend Sunrise leads Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
AFL Grand Final	#1	AFL Grand Final	#1
AFL Grand Final: Presentations	#2	AFL Grand Final: Presentations	#2
AFL Grand Final: On the Ground	#3	AFL Grand Final: On the Ground	#3
AFL Grand Final: Post-Match	#4	AFL Grand Final: Post-Match	#4
AFL Grand Final: Entertainment	#5	AFL Grand Final: Entertainment	#5
Seven News	#6	Seven News	#6
		AFL Grand Final: Preview	#9

16-39s		18-49s	
AFL Grand Final	#1	AFL Grand Final	#1
AFL Grand Final Presentations	#2	AFL Grand Final: Presentations	#2
AFL Grand Final: On the Ground	#3	AFL Grand Final: On the Ground	#3
AFL Grand Final: Post-Match	#4	AFL Grand Final: Post-Match	#4
AFL Grand Final: Entertainment	#5	AFL Grand Final: Entertainment	#5
Seven News	#7	Seven News	#7
AFL Grand Final: Preview	#9	AFL Grand Final: Preview	#9
Brave	#10	Brave	#10

- **Seven News** (1.380 million). Seven News wins network – up 504,000 viewers on Nine News, a 58% audience advantage.
- **AFL on Seven: The Grand Final** dominates across television - with the match broadcast averaging a combined 3.718 million viewers including regional areas, up 87,000 viewers on last year, and peaking at 4.251 million viewers. The audience in metropolitan markets areas averages 2.813 million viewers, up 96,000 viewers on last year, and peaks at 3.128 million viewers.

Live and As-Live Data

Week 39 Primetime Shares

ABC1:	12.4%
Seven:	20.9%
Nine:	24.8%
Ten:	10.3%
SBS1:	4.1%
ABC2:	2.7%
ABC3:	0.8%
ABC News 24:	1.1%
7TWO:	4.6%
7mate:	3.6%
GO!:	4.2%
Gem:	3.7%
One:	2.9%
Eleven:	2.7%
SBS2:	1.0%
NITV:	0.1%

Week 39 Combined Multiple Channels Primetime Shares

ABC1:	17.0%
Seven:	29.1%
Nine:	32.7%
Ten:	15.9%
SBS:	5.2%

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