

3 March 2014

Seven Network Ratings Report

Week 9: 23 February – 1 March 2014

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers.
- 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 wins primetime on Sunday, Monday, Tuesday, Wednesday, Friday and Saturday on the combined audiences of all channels.

Seven wins in breakfast television.

- Sunrise leads Today and is up 766% on Wake Up in total viewers.

Seven wins in morning television.

- The Morning Show is up 51% on Mornings and up 249% on Studio 10 in total viewers.

Seven dominates the most-watched programmes:

- My Kitchen Rules – Monday: 3.134 million
 - My Kitchen Rules – Tuesday: 3.104 million
 - Sunday Night: 2.826 million
 - My Kitchen Rules – Wednesday: 2.622 million
 - My Kitchen Rules – Sunday: 2.558 million
 - Seven News – Sunday: 1.754 million
 - Downton Abbey: 1.702 million
 - The Blacklist: 1.501 million
 - Winners and Losers: 1.477 million
 - Home and Away: 1.449 million
 - Seven News – Monday-Friday: 1.369 million
 - Seven News – Saturday: 1.340 million
 - Better Homes and Gardens: 1.314 million
 - Revenge: 1.305 million
- Metropolitan + Regional Combined: Audiences



Seven delivers across primetime.

- My Kitchen Rules peaks at 2.2.93 million, and wins in total viewers, 18-49s and 25-54s on Sunday.
- Sunday Night peaks at 2.339 million, Sunday's number one most-watched programme for total viewers, 18-49s and 25-54s, and dominates in total viewers, 16-39s, 18-49s and 25-54s.
- Downton Abbey ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.562 million, dominates in all key audiences and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Revenge – Episode 1 is one of Monday's top four most-watched programmes for 16-39s, 18-49s and 25-54s.
- Revenge – Episode 2 wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.600 million, dominates in all key audience demographics and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Winners and Losers peaks 1.376 million and ranks in Tuesday's top five most-watched programmes for 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.128 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- The Blacklist ranks in Wednesday's top ten in total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens peaks at 1.057 million, wins its timeslot and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Friday Night At The Movies: The Proposal wins in 16-39s, 18-49s and 25-54s and is Friday's most-watched programme for 16-39s, 18-49s and 25-54s.

Live and As-Live Data

Week 9 Primetime Shares

ABC1:	13.9%
Seven:	25.0%
Nine:	22.2%
Ten:	8.9%
SBS1:	3.5%

ABC2:	2.9%
ABC3:	1.2%
ABC News 24:	1.2%
7TWO:	3.7%
7mate:	3.9%
GO!:	4.0%
Gem:	3.3%
One:	2.6%
Eleven:	2.9%
SBS2:	0.7%
NITV:	0.1%

Week 9 Combined Multiple Channels Primetime Shares

ABC1:	19.1%
Seven:	32.6%
Nine:	29.5%
Ten:	14.4%
SBS:	4.4%

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 9, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	25.0%	22.2%	8.9%	13.9%	3.5%
16-39s	25.0%	26.7%	10.5%	4.8%	2.1%
18-49s	25.5%	25.7%	10.2%	6.1%	2.5%
25-54s	25.7%	25.8%	10.0%	7.4%	2.9%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 9, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	32.6%	29.5%	14.4%	19.1%	4.4%
16-39s	33.6%	35.5%	18.4%	9.2%	3.8%
18-49s	33.9%	34.3%	17.6%	10.5%	3.6%
25-54s	33.6%	33.8%	16.9%	11.7%	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 news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 12% on Nine and up 360% on Ten.
- Seven wins in primetime on combined audiences.
 - Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers: up 10% on Nine + Go + Gem and up 174% on Ten + One + Eleven
- Seven scores in the most-watched programmes:

All People		25-54s	
Sunday Night	#1	Sunday Night	#1
My Kitchen Rules	#2	My Kitchen Rules	#3
Seven News	#6	Seven News	#7
Downton Abbey	#7	Downton Abbey	#9
16-39s		18-49s	
Sunday Night	#3	Sunday Night	#1
My Kitchen Rules	#4	My Kitchen Rules	#3
Seven News	#8	Seven News	#8
Downton Abbey	#10	Downton Abbey	#9

- **Seven News** (1.187 million). Seven News wins network – up 87,000 viewers on Nine News, an 8% audience advantage.
- **My Kitchen Rules** (1.731 million):
 - peaks at 2.2.93 million
 - up 30% on The Block
 - wins in total viewers, 18-49s and 25-54s: 35 share in total viewers, 37 share in 16-39s, 39 share in 18-49s and 39 share in 25-54s.
- **Sunday Night** (1.896 million):
 - peaks at 2.339 million
 - Sunday's number one most-watched programme for total viewers, 18-49s and 25-54s.
 - dominates in total viewers, 16-39s, 18-49s and 25-54s: 37 share in total viewers, 37 share in 16-39s, 42 share in 18-49s and 43 share in 25-54s
 - up 106% on 60 Minutes.
- **Downton Abbey** (1.102 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 19% on Nine and up 317% on Ten in total viewers.
 - Seven is up 4% on Nine and up 206% on Ten in 16-39s. Seven is up 11% on Nine and up 252% on Ten in 18-49s. Seven is up 14% on Nine and up 294% 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 15% on Nine (Nine + Go + Gem) and up 190% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 121% on Ten in 16-39s. Seven is up 5% on Nine and up 145% on Ten in 18-49s. Seven is up 9% on Nine and up 167% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today and is up 738% on Wake Up.
- Seven wins in morning television. The Morning Show is up 44% on Mornings and is up 329% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#4	Revenge – Episode 1	#4
Seven News – Today Tonight	#6	Home and Away	#7
Home and Away	#9	Revenge – Episode 2	#8
Revenge	#10	Seven News – Today Tonight	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Revenge – Episode 1	#4	Revenge – Episode 1	#4
Home and Away	#5	Home and Away	#5
Revenge – Episode 2	#7	Revenge – Episode 2	#6
		Seven News – Today Tonight	#10

- **Home and Away** (0.968 million) wins in 16-39s and 18-49s.
- **My Kitchen Rules** (2.125 million):
 - peaks at 2.562 million
 - dominates in all key audiences and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 40 share in total viewers, 42 share in 16-39s, 43 share in 18-49s and 43 share in 25-54s.
- **Revenge – Episode 1** (0.897 million) is one of Monday's top four most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Revenge – Episode 2** (0.755 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 26 share in 18-49s and 27 share in 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s, 25-54s and 40-64s.
 - Seven is up 22% on Nine and up 184% on Ten in total viewers.
 - Seven is up 15% on Nine and up 186% on Ten in 16-39s. Seven is up 13% on Nine and up 216% on Ten in 18-49s. Seven is up 9% on Nine and up 208% 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, 25-54s and 40-64s.
 - Seven (Seven + 7TWO + 7mate) is up 21% on Nine (Nine + Go + Gem) and up 146% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 13% on Nine and up 169% on Ten in 16-39s. Seven is up 11% on Nine and up 152% on Ten in 18-49s. Seven is up 9% on Nine and up 147% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 14% on Today and up 691% on Wake Up.
- Seven wins in morning television. The Morning Show is up 65% on Mornings and is up 200% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#5	Winners and Losers	#5
Seven News – Today Tonight	#7	Home and Away	#8
Home and Away	#9		
Winners and Losers	#10		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Winners and Losers	#5	Winners and Losers	#5
Home and Away	#6	Home and Away	#6
- **Home and Away** (0.998 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (2.127 million);
 - peaks at 2.600 million
 - dominates in all key audience demographics and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 41 share in total viewers, 45 share in 16-39s, 45 share in 18-49s and 43 share in 25-54s.
- **Winners and Losers** (0.969 million) peaks 1.376 million and ranks in Tuesday's top five most-watched programmes for 16-39s, 18-49s and 25-54s – 30 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s, 25-54s and 40-64s.
 - Seven is up 7% on Nine and up 262% on Ten in total viewers.
 - Seven leads Nine and is up 222% on Ten in 16-39s. Seven is up 5% on Nine and up 230% on Ten in 18-49s. Seven is up 4% on Nine and up 244% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 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, 25-54s and 40-64s.
 - Seven (Seven + 7TWO + 7mate) is up 11% on Nine (Nine + Go + Gem) and up 164% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 2% on Nine and up 104% on Ten in 16-39s. Seven is up 10% on Nine and up 126% on Ten in 18-49s. Seven is up 11% on Nine and up 148% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today and is up 797% on Wake Up.
- Seven wins in morning television. The Morning Show is up 50% on Mornings and up 223% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#5	The Blacklist	#4
Seven News – Today Tonight	#7	Home and Away	#5
The Blacklist	#9	Seven News – Today Tonight	#9
Home and Away	#10	Seven News	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
The Blacklist	#4	The Blacklist	#4
Home and Away	#5	Home and Away	#5
Seven News- Today Tonight	#10	Seven News – Today Tonight	#9

- **Home and Away** (0.921 million) wins in 16-39s, 18-49s and 25-54s – 25 share in 16-39s and 25 share in 18-49s.
- **My Kitchen Rules** (1.776 million):
 - peaks at 2.128 million
 - dominates in all key audience demographics
 - Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 35 share in total viewers, 39 share in 16-39s, 39 share in 18-49s and 39 share in 25-54s.
- **The Blacklist** (0.942 million) ranks in Wednesday's top ten in total viewers, 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in 6:30pm news – public affairs.
- 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 morning television. The Morning Show is up 56% on Mornings and up 218% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Home and Away	#6
Seven News – Today Tonight	#4	Seven News – Today Tonight	#7
Home and Away	#8	Seven News	#8
		Border Security	#9
		Anh Does Scandinavia	#10
16-39s		18-49s	
Home and Away	#3	Home and Away	#3
Border Security	#5	Border Security	#7
Seven News – Today Tonight	#9	Seven News – Today Tonight	#8
Anh Does Scandinavia	#10	Seven News	#9

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 36% on Nine and up 146% on Ten in total viewers.
 - Seven is up 30% on Nine and up 86% on Ten in 16-39s. Seven is up 29% on Nine and up 100% on Ten in 18-49s. Seven is up 23% on Nine and up 96% 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 25% on Nine (Nine + Go + Gem) and up 100% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 7% on Nine and up 50% on Ten in 16-39s. Seven is up 12% on Nine and up 58% on Ten in 18-49s. Seven is up 12% on Nine and up 54% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today and is up 880% on Wake Up.
- Seven wins in morning television. The Morning Show is up 43% on Mornings and is up 317% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	The Proposal	#1
Better Homes and Gardens	#5	Better Homes and Gardens	#6
Seven News – Today Tonight	#6	Seven News	#8
The Proposal	#8	Seven News – Today Tonight	#9

16-39s		18-49s	
The Proposal	#1	The Proposal	#1
Better Homes and Gardens	#6	Better Homes and Gardens	#5
Seven News	#8	Seven News	#8
		Seven News – Today Tonight	#10

- **Better Homes and Gardens** (0.839 million) peaks at 1.057 million, wins its timeslot and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Friday Night At The Movies: The Proposal** (0.754 million) wins in 16-39s, 18-49s and 25-54s and is Friday's most-watched programme for 16-39s, 18-49s and 25-54s – 30 share in 16-39s, 30 share in 18-49s and 29 share in 25-54s.

Saturday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s, 25-54s and 40-64s.
 - Seven is up 20% on Nine and up 33% on Ten in total viewers.
 - Seven is up 20% on Nine and up 6% on Ten in 16-39s. Seven is up 15% on Nine and up 13% on Ten in 18-49s. Seven is up 20% on Nine and up 25% 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 (Seven + 7TWO + 7mate) is up 2% on Nine (Nine + Go + Gem) and up 47% on Ten (Ten + One + Eleven) in total viewers.
- Seven wins in breakfast television. Weekend Sunrise is up 26% on Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#1
Quantum of Solace	#7	V8s on Seven	#3
V8s on Seven	#8	Quantum of Solace	#4
		V8s on Seven	#6
16-39s		18-49s	
Seven News	#1	Seven News	#1
Quantum of Solace	#4	Quantum of Solace	#3
V8s on Seven	#7	V8s on Seven	#4
V8s on Seven	#10	V8s on Seven	#7

- **Seven News** (0.909 million). Seven News wins network.
- **Saturday Night At The Movies: Quantum of Solace** (0.467 million) wins in 16-39s, 18-49s and 25-54s.