

11 March 2013

Seven Network Ratings Report

Week 10: 3 March – 9 March 2013

Seven wins in primetime on primary channels.

- Seven is number 1 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 combine to win primetime in total viewers on the combined audiences of all multiple channels.

Seven dominates the most-watched programmes.

- Sunday Night peaks at 1.376 million.
- Border Security peaks at 1.216 million. The Force peaks at 1.600 million and wins its timeslot.
- Downton Abbey peaks at 1.346 million and wins in total viewers, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.267 million and dominates Monday. Revenge wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.421 million and dominates Tuesday. Packed to the Rafters wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.207 million and dominates Wednesday. Last Resort wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.103 million and dominates Thursday. Bones wins in total viewers, 16-39s, 18-49s and 25-54s.

Seven wins in breakfast television.

- Sunrise leads Today in total viewers.

Seven wins in morning television.

- The Morning Show leads Mornings.



Live and As-Live Data

Week 10 Primetime Shares

ABC1:	13.7%
Seven:	25.0%
Nine:	22.4%
Ten:	10.3%
SBS1:	3.9%

ABC2:	2.8%
ABC3:	0.7%
ABC News 24:	1.1%
7TWO:	4.0%
7mate:	2.9%
GO!:	4.3%
Gem:	2.8%
One:	2.3%
Eleven:	2.9%
SBS2:	0.8%
NITV:	0.1%

Week 10 Combined Multiple Channels Primetime Shares

ABC:	18.3%
Seven:	31.9%
Nine:	29.5%
Ten:	15.4%
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 10, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	25.0%	22.4%	10.3%	13.7%	3.9%
16-39s	25.2%	25.2%	12.6%	6.0%	2.4%
18-49s	25.2%	24.8%	12.4%	7.3%	2.9%
25-54s	25.2%	25.2%	12.1%	8.3%	3.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 10, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.9%	29.5%	15.4%	18.3%	4.8%
16-39s	31.9%	35.4%	19.2%	10.6%	2.9%
18-49s	31.7%	34.0%	19.1%	11.7%	3.6%
25-54s	31.3%	33.5%	18.7%	12.6%	3.9%

FTA Channels and Total TV

Copyright Oztam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live). Week YOY is Overnight and Survey YTD is Consolidated for all data except latest week which is Overnight.

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 15% on Nine and up 81% 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.
 - Seven + 7TWO + 7mate is up 6% on Nine + Go + Gem and up 58% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Weekend Sunrise is up 11% on Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Downton Abbey	#2	Downton Abbey	#5
Seven News	#3	The Force	#7
The Force	#6	Seven News	#8
Sunday Night	#7	Border Security	#9
Border Security	#8	Sunday Night	#10
16-39s		18-49s	
The Force	#7	Downton Abbey	#6
Downton Abbey	#8	The Force	#7
Seven News	#9	Seven News	#8
Border Security	#10	Border Security	#10

- **Seven News** (1.260 million). Seven News wins network – up 105,000 viewers on Nine News, a 9% audience advantage.
- **Sunday Night** (1.106 million) peaks at 1.376 million and ranks in Sunday's top ten most-watched programmes for total viewers and 25-54s.
- **Border Security** (1.070 million) peaks at 1.216 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **The Force** (1.164 million) peaks at 1.600 million, wins its timeslot, and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Downton Abbey** (1.346 million) peaks at 1.713 million, is one of Sunday's top two most-watched programmes and wins in total viewers, 18-49s and 25-54s.

Monday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s and 18-49s.
 - Seven is up 5% on Nine and up 192% on Ten in total viewers.
 - Seven is up 15% on Nine and up 158% on Ten in 16-39s. Seven is up 9% on Nine and up 154% on Ten in 18-49s. Seven is up 158% 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's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers, 16-39s and 18-49s.
 - Seven (Seven + 7TWO + 7mate) is up 6% on Nine (Nine + Go + Gem) and up 136% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 4% on Nine and up 103% on Ten in 16-39s. Seven is up 2% on Nine and up 98% on Ten in 18-49s. Seven is up 99% on Ten in 25-54s.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.216 million). Seven News wins network.
- **Today Tonight** (1.005 million). Today Tonight wins network.
- **My Kitchen Rules** (1.801 million) peaks at 2.267 million and is Monday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 38 share in 16-39s, 36 share in 18-49s and 35 share in 25-54s.
- **Revenge** (1.252 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 28 share in 16-39s, 29 share in 18-49s and 29 share in 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 33% on Nine and up 150% on Ten in total viewers.
 - Seven is up 13% on Nine and up 161% on Ten in 16-39s. Seven is up 17% on Nine and up 161% on Ten in 18-49s. Seven is up 15% on Nine and up 156% 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, 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 31% on Nine (Nine + Go + Gem) and up 118% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 13% on Nine and up 118% on Ten in 16-39s. Seven is up 16% on Nine and up 119% on Ten in 18-49s. Seven is up 12% on Nine and up 113% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today across 6:00-9:00am.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Packed to the Rafters	#2	Packed to the Rafters	#3
Seven News	#4	Seven News	#8
Today Tonight	#8	Home and Away	#10
Home and Away	#9		

16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Packed to the Rafters	#4	Packed to the Rafters	#3
Home and Away	#7	Home and Away	#7
Today Tonight	#9	Seven News	#8
Seven News	#10	Today Tonight	#10

- **Seven News** (1.195 million). Seven News wins network – up 48,000 viewers on Nine News, a 4% audience advantage.
- **Today Tonight** (1.016 million).
- **My Kitchen Rules** (1.903 million) peaks at 2.421 million and is Tuesday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 36 share in total viewers, 40 share in 16-39s, 40 share in 18-49s and 39 share in 25-54s.
- **Packed to the Rafters** (1.392 million) dominates in total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 32 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 30% on Nine and up 144% on Ten in total viewers.
 - Seven is up 48% on Nine and up 89% on Ten in 16-39s. Seven is up 41% on Nine and up 96% on Ten in 18-49s. Seven is up 31% on Nine and up 102% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 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 111% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 34% on Nine and up 72% on Ten in 16-39s. Seven is up 29% on Nine and up 75% on Ten in 18-49s. Seven is up 21% on Nine and up 80% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today across 6:00-9:00am.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#4	Last Resort	#5
Today Tonight	#6	Home and Away	#6
Home and Away	#8	Seven News	#7
Last Resort	#9		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Home and Away	#4
Last Resort	#4	Last Resort	#5
Today Tonight	#10	Seven News	#8

- **My Kitchen Rules** (1.756 million) peaks at 2.207 million and is Wednesday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 36 share in total viewers, 41 share in 16-39s, 41 share in 18-49s and 39 share in 25-54s.
- **Last Resort** (0.701 million) wins in total viewers, 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in news and public affairs.
- Seven wins in breakfast television. Sunrise is up 19% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 34% on Mornings.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Seven News	#6
Home and Away	#6	Bones	#7
Today Tonight	#7	Home and Away	#8
		Today Tonight	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#5	Home and Away	#5
Bones	#6	Bones	#6
Seven News	#8	Seven News	#8
Today Tonight	#10	Today Tonight	#10

- **Seven News** (1.135 million). Seven News wins network.
- **Today Tonight** (0.920 million). Today Tonight wins network.
- **My Kitchen Rules** (1.739 million) peaks at 2.103 million and is Thursday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 36 share in total viewers, 39 share in 16-39s, 38 share in 18-49s and 37 share in 25-54s.

Friday

- Seven wins in breakfast television. Sunrise leads Today across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 40% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Better Homes and Gardens	#2
Better Homes and Gardens	#3	Home and away	#5
Today Tonight	#6	Seven News	#7
Home and Away	#7	Today Tonight	#8
16-39s		18-49s	
Home and Away	#1	Better Homes and Gardens	#1
Better Homes and Gardens	#3	Home and Away	#3
Seven News	#6	Seven News	#5
Today Tonight	#8	Today Tonight	#9
The Adjustment Bureau	#10		

- **Better Homes and Gardens** (0.927 million) is Friday's most-watched programme for 18-49s and one of the top three most-watched programmes for total viewers, 16-39s and 25-54s.

Saturday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 46% on Nine and up 108% on Ten in total viewers.
 - Seven is up 33% on Nine and up 85% on Ten in 16-39s. Seven is up 48% on Nine and up 106% on Ten in 18-49s. Seven is up 54% on Nine and up 119% 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'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 26% on Nine (Nine + Go + Gem) and up 89% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 41% on Ten in 16-39s. Seven is up 8% on Nine and up 53% on Ten in 18-49s. Seven is up 16% on Nine and up 61% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Indian Jones	#2
Indiana Jones	#3	Seven News	#3
I Am Number 4	#8	I Am Number 4	#4
16-39s		18-49s	
Indiana Jones	#1	Indiana Jones	#1
I Am Number 4	#4	I Am Number 4	#3
Seven News	#10	Seven News	#5

- Saturday Night At The Movies: Indiana Jones and the Last Crusade** (0.795 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and is Saturday's most-watched programme for 16-39s and 18-49s and one of the top two most-watched programmes for 25-54s.