

31 March 2014

Seven Network Ratings Report

Week 13: 23 March – 29 March 2014



Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers.

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 combine to win primetime in total viewers on the combined audiences of all multiple channels.

Seven wins in breakfast television.

- Sunrise is up 7% on Today and up 729% on Wake Up in total viewers.

Seven wins in morning television.

- The Morning Show is up 48% on Mornings and up 261% on Studio 10 in total viewers.

Seven dominates the most-watched programmes:

- | | |
|--------------------------------|---------------|
| - Resurrection | 2.877 million |
| - My Kitchen Rules – Tuesday | 2.566 million |
| - My Kitchen Rules – Monday | 2.461 million |
| - My Kitchen Rules – Wednesday | 2.393 million |
| - My Kitchen Rules – Sunday | 2.288 million |
| - Seven News Special | 2.190 million |
| - Sunday Night | 1.999 million |
| - Seven News – Sunday | 1.711 million |
| - Downton Abbey | 1.652 million |
| - The Blacklist | 1.539 million |
| - Home and Away | 1.495 million |
| - Seven News | 1.492 million |
| - Seven News – Saturday | 1.463 million |
| - Revenge | 1.351 million |

Metropolitan + Regional Combined: Audiences

Seven delivers across primetime.

- My Kitchen Rules peaks at 2.021 million and is one of Sunday's top two most-watched programmes for total viewers and one of the top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.907 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Downton Abbey peaks at 1.281 million, wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.981 million and is Monday's number one most-watched programme for total viewers, 18-49s and 25-54s.
- Revenge ranks in Monday's top five most-watched programmes for 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.448 million dominates in total viewers, 16-39s, 18-49s and 25-54s, and ranks only behind Resurrection as Tuesday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Resurrection peaks at 2.108 million delivers the biggest opening numbers for any drama series in the past two years, dominates in all demographics and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.941 million, dominates in all key audience demographics, and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- The Blacklist wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Wednesday's top ten most-watched programmes for total viewers and in all key audience demographics.
- AFL on Seven: Thursday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.
- AFL on Seven: Friday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.

Live and As-Live Data**Week 13 Primetime Shares**

ABC1:	12.8%
Seven:	24.7%
Nine:	23.1%
Ten:	8.8%
SBS1:	3.5%

ABC2:	2.8%
ABC3:	0.9%
ABC News 24:	1.4%
7TWO:	3.8%
7mate:	4.4%
GO!:	4.1%
Gem:	3.7%
One:	2.3%
Eleven:	2.7%
SBS2:	0.7%
NITV:	0.1%

Week 13 Combined Multiple Channels Primetime Shares

ABC1:	17.9%
Seven:	33.0%
Nine:	31.0%
Ten:	13.8%
SBS:	4.4%

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

Primetime audience demographics for primary channels

6:00pm-midnight Week 13, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	24.7%	23.1%	8.8%	12.8%	3.5%
16-39s	25.6%	26.5%	10.5%	4.5%	2.0%
18-49s	25.7%	26.3%	10.4%	5.4%	2.4%
25-54s	25.4%	26.2%	10.1%	7.0%	2.8%

Primetime audience demographics for digital channels

6:00pm-midnight Week 13, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.8%	2.3%	2.6%	2.9%
7mate	4.4%	6.2%	5.9%	5.4%
GO!	4.1%	5.8%	5.4%	4.9%
Gem	3.7%	3.7%	3.7%	3.6%
GO!	2.3%	2.7%	2.7%	2.7%
Eleven	2.7%	4.4%	3.9%	3.6%
ABC2	2.8%	3.4%	3.0%	2.9%
ABC3	0.9%	0.6%	0.6%	0.5%
ABC News 24	1.4%	0.7%	1.0%	1.0%
SBS2	0.7%	1.1%	0.9%	0.9%
NITV	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 13, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	33.0%	31.0%	13.8%	17.9%	4.4%
16-39s	34.1%	36.0%	17.6%	9.1%	3.3%
18-49s	34.2%	35.4%	17.0%	10.0%	3.4%
25-54s	33.7%	34.7%	16.3%	11.4%	3.8%

FTA Channels and Total TV

Copyright Ozdam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live).

Primetime Programming Analysis

Sunday

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#2	My Kitchen Rules	#3
Sunday Night	#5	Sunday Night	#6
Seven News	#6	Seven News	#7
Downton Abbey	#7	Downton Abbey	#8
16-39s		18-49s	
My Kitchen Rules	#3	My Kitchen Rules	#3
Sunday Night	#5	Sunday Night	#6
Seven News	#8	Seven News	#7
Downton Abbey	#9	Downton Abbey	#8

- My Kitchen Rules** (1.548 million) peaks at 2.021 million and is one of Sunday's top two most-watched programmes for total viewers and one of the top three most-watched programmes for 16-39s, 18-49s and 25-54s – 29 share in total viewers, 32 share in 16-39s, 32 share in 18-49s and 31 share in 25-54s.
- Sunday Night** (1.299 million) peaks at 1.907 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers.
- Downton Abbey** (1.120 million) peaks at 1.281 million, wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers.

Monday

- Seven wins in primetime on combined audiences.
 - Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers. Seven is up 3% on Nine + Go + Gem and up 168% on Ten in total viewers.
- 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 wins in breakfast television. Sunrise leads Today and is up 755% on Wake Up.
- Seven wins in morning television. The Morning Show is up 43% on Mornings and is up 415% 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	#4
Seven News – Today Tonight	#7	Home and Away	#8
Home and Away	#10	Seven News	#9
		Seven News – Today Tonight	#10
16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#1
Revenge	#4	Revenge	#4
Home and Away	#5	Home and Away	#7
		Seven News – Today Tonight	#9
		Seven News	#10

- **My Kitchen Rules** (1.649 million) peaks at 1.981 million and is Monday's number one most-watched programme for total viewers, 18-49s and 25-54s – 31 share in total viewers, 34 share in 16-39s, 34 share in 18-49s and 33 share in 25-54s.
- **Revenge** (0.909 million) ranks in Monday's top five most-watched programmes for 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 43% on Nine and up 253% on Ten in total viewers.
 - Seven is up 35% on Nine and up 303% on Ten in 16-39s. Seven is up 41% on Nine and up 288% on Ten in 18-49s. Seven is up 35% on Nine and up 265% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 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 38% on Nine (Nine + Go + Gem) and up 199% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 30% on Nine and up 219% on Ten in 16-39s. Seven is up 35% on Nine and up 216% on Ten in 18-49s. Seven is up 29% on Nine and up 196% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 15% on Today and up 707% on Wake Up.
- Seven wins in morning television. The Morning Show is up 64% on Mornings and up 288% on Studio 10.
- Seven scores in the most-watched programmes:

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

- **Home and Away** (0.990 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 27 share in 16-39s and 26 share in 18-49s.
- **My Kitchen Rules** (1.721 million):
 - peaks at 2.448 million
 - dominates in all key audience demographics: total viewers, 16-39s, 18-49s and 25-54s.
 - ranks only behind Resurrection as Tuesday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 34 share in total viewers, 37 share in 16-39s, 37 share in 18-49s and 36 share in 25-54s
- **Resurrection** (1.941 million):
 - peaks at 2.108 million
 - delivers the biggest opening numbers for any drama series in the past two years
 - dominates in all demographics and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 42 share in total viewers, 48 share in 16-39s, 48 share in 18-49s and 47 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 10% on Nine and up 173% on Ten in total viewers.
 - Seven leads Nine and is up 129% on Ten in 16-39s. Seven leads Nine and is up 117% on Ten in 18-49s. Seven leads Nine and is up 125% 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 and 25-54s.
- Seven wins in breakfast television. Sunrise leads Today and is up 572% on Wake Up.
- Seven wins in morning television. The Morning Show is up 56% on Mornings and 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	#4	The Blacklist	#3
Seven News – Today Tonight	#6	Home and Away	#8
The Blacklist	#8	Seven News	#9
Home and Away	#9	Seven News – Today Tonight	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#4	The Blacklist	#3
The Blacklist	#5	Home and Away	#5
- **Home and Away** (0.913 million) wins in 16-39s and 18-49s.
- **My Kitchen Rules** (1.609 million):
 - peaks at 1.941 million.
 - dominates in all key audience demographics
 - Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 33 share in total viewers, 35 share in 16-39s, 35 share in 18-49s and 35 share in 25-54s.
- **The Blacklist** (0.971 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Wednesday's top ten most-watched programmes for total viewers and in all key audience demographics.

Thursday

- Seven wins in breakfast television. Sunrise is up 11% on Today and up 966% on Wake Up.
- Seven wins in morning television. The Morning Show is up 53% on Mornings and up 245% on Studio 10.
- 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 scores in the most-watched programmes:

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

AFL on Seven pre-empted Seven's primetime in Melbourne and Adelaide

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 5% on Nine and up 154% on Ten in total viewers.
 - Seven is up 5% on Nine and up 141% on Ten in 16-39s. Seven is up 6% on Nine and up 130% on Ten in 18-49s. Seven is up 6% 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.
 - 7mate is the most-watched digital channel for 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 and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 4% on Nine (Nine + Go + Gem) and up 125% on Ten (Ten + One + Eleven) in total viewers. Seven is up 4% on Nine and up 92% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today and is up 686% on Wake Up in total viewers.
- Seven wins in morning television. The Morning Show is up 25% on Mornings and up 220% on Studio 10.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#3
Seven News – Today Tonight	#5	Seven News – Today Tonight	#4
Better Homes and Gardens	#6	Better Homes and Gardens	#6
		AFL on Seven	#8
16-39s		18-49s	
AFL on Seven	#3	Better Homes and Gardens	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#5
Seven News	#7	Seven News	#6
Better Homes and Gardens	#8	AFL on Seven	#8

- AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 29 share in total viewers, 38 share in 16-39s, 36 share in 18-49s and 35 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 and 25-54s.
 - Seven is up 33% on Nine and up 86% on Ten in total viewers.
 - Seven is up 19% on Nine and up 49% on Ten in 16-39s. Seven is up 22% on Nine and up 62% on Ten in 18-49s. Seven is up 21% on Nine and up 77% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s.
- 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 wins in breakfast television. Weekend Sunrise leads Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#1
AFL on Seven	#6	AFL on Seven	#6
		AFL on Seven – Pre-Match	#10
16-39s		18-49s	
Seven News	#1	Seven News	#1
AFL on Seven	#6	AFL on Seven	#5
AFL on Seven – Pre-Match	#7	AFL on Seven – Pre-Match	#7

- AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 28 share in total viewers, 34 share in 16-39s, 33 share in 18-49s and 33 share in 25-54s.