

5 May 2014

Seven Network Ratings Report

Week 18: 27 April – 3 May 2014



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 digital channels.

- 7mate is number 1 for 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, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.

Seven wins in news and public affairs.

- Seven News wins at 6:00pm. Seven News – Today Tonight wins at 6:30pm.

Seven wins in breakfast television.

- Sunrise is up 16% on Today and up 846% on Wake Up in total viewers.

Seven wins in morning television.

- The Morning Show is up 50% on Mornings and up 244% on Studio 10 in total viewers.

Seven dominates the most-watched programmes:

- | | |
|----------------------------------|---------------|
| - My Kitchen Rules – Winner | 3.722 million |
| - My Kitchen Rules – Grand Final | 3.328 million |
| - My Kitchen Rules – Monday | 2.952 million |
| - My Kitchen Rules – Sunday | 2.790 million |
| - Seven News – Sunday | 2.050 million |
| - Sunday Night | 2.012 million |
| - House Rules – Wednesday | 1.874 million |
| - Seven News – Saturday | 1.721 million |
| - Home and Away | 1.594 million |
| - House Rules – Thursday | 1.578 million |
| - Seven News | 1.576 million |

- The Blacklist 1.375 million
- Downton Abbey 1.371 million
- Better Homes and Gardens 1.345 million
- Revenge 1.343 million
- Seven News – Today Tonight 1.113 million

Metropolitan and Regional Combined Audiences

Seven delivers across primetime.

- My Kitchen Rules peaks at 2.429 million and is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night (not broadcast in Adelaide) peaks at 1.926 million and wins in total viewers.
- Downton Abbey peaks at 1.278 million and wins in total viewers across its timeslot.
- My Kitchen Rules peaks at 2.408 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 wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules – Grand Final peaks at 2.812 million and dominates in total viewers, 18-49s and 25-54s.
- My Kitchen Rules – Winner peaks at 2.866 million, dominates in total viewers, 16-39s, 18-49s and 25-54s and is Tuesday's number one most-watched programme in all key audiences.
- Intelligence wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Tuesday's top ten most-watched programmes for 16-39s and 18-49s.
- House Rules peaks at 1.413 million, is up 47% on 2013 season launch, wins in total viewers, 16-39s and 18-49s, and is Wednesday's number one most-watched programme for 16-39s and 18-49s and one of the top three most-watched programmes for 25-54s.
- The Blacklist peaks at 1.118 million (metropolitan markets), wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Wednesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.253 million and is one of Thursday's top two most-watched programmes for 16-39s and 18-49s and one of the top three most-watched programmes for 25-54s.
- Better Homes and Gardens (not broadcast in Adelaide) peaks at 1.008 million and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- 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 18 Primetime Shares**

ABC1:	12.6%
Seven:	26.7%
Nine:	20.2%
Ten:	9.6%
SBS1:	3.8%

ABC2:	2.8%
ABC3:	0.9%
ABC News 24:	1.1%
7TWO:	3.7%
7mate:	4.2%
GO!:	4.6%
Gem:	3.5%
One:	2.6%
Eleven:	2.6%
SBS2:	0.9%
NITV:	0.1%

Week 18 Combined Multiple Channels Primetime Shares

ABC1:	17.4%
Seven:	34.6%
Nine:	28.3%
Ten:	14.9%
SBS:	4.8%

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 18, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	26.7%	20.2%	9.6%	12.6%	3.8%
16-39s	28.1%	21.5%	12.1%	4.6%	2.5%
18-49s	27.8%	21.8%	11.7%	5.7%	2.9%
25-54s	27.6%	22.5%	11.3%	6.9%	3.2%

Primetime audience demographics for digital channels

6:00pm-midnight Week 18, 2014				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.7%	1.9%	2.1%	2.4%
7mate	4.2%	6.5%	6.1%	5.4%
GO!	4.6%	6.7%	6.0%	5.4%
Gem	3.5%	3.0%	3.2%	3.3%
GO!	2.6%	3.1%	3.3%	3.3%
Eleven	2.6%	4.2%	3.7%	3.4%
ABC2	2.8%	3.5%	3.0%	2.9%
ABC3	0.9%	0.5%	0.5%	0.5%
ABC News 24	1.1%	0.5%	0.7%	0.8%
SBS2	0.9%	1.2%	1.1%	1.2%
NITV	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 18, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	34.6%	28.3%	14.9%	17.4%	4.8%
16-39s	36.5%	31.2%	19.4%	9.1%	3.8%
18-49s	36.0%	31.0%	18.8%	10.0%	4.1%
25-54s	35.3%	31.2%	17.9%	11.1%	4.5%

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 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 182% on Ten in total viewers.
 - Seven is up 7% on Nine and up 72% on Ten in 16-39s. Seven is up 10% on Nine and up 90% on Ten in 18-49s. Seven is up 9% on Nine and up 101% 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 and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 20% on Nine (Nine + Go + Gem) and up 143% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 5% on Nine and up 55% on Ten in 16-39s. Seven is up 6% on Nine and up 69% on Ten in 18-49s. Seven is up 4% on Nine and up 41% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 24% on Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Seven News	#3
Sunday Night	#3	Sunday Night	#4
Downton Abbey	#9		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Sunday Night	#5	Sunday Night	#4
Seven News	#6	Seven News	#5
- **Seven News** (1.373 million). Seven News wins network – up 171,000 viewers on Nine News, a 14% audience advantage.
- **My Kitchen Rules** (1.912 million):
 - peaks at 2.429 million
 - Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 35 share in total viewers, 41 share in 16-39s, 40 share in 18-49s and 39 share in 25-54s.
- **Sunday Night** (1.227 million – not broadcast in Adelaide) peaks at 1.926 million and wins in total viewers – 28 share in total viewers, 26 share in 18-49s and 27 share in 25-54s.
- **Downton Abbey** (0.911 million) peaks at 1.278 million and wins in total viewers across its timeslot – 26 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 42% on Nine and up 219% on Ten in total viewers.
 - Seven is up 60% on Nine and up 181% on Ten in 16-39s. Seven is up 60% on Nine and up 202% on Ten in 18-49s. Seven is up 48% on Nine and up 218% 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, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 38% on Nine (Nine + Go + Gem) and up 157% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 35% on Nine and up 91% on Ten in 16-39s. Seven is up 34% on Nine and up 108% on Ten in 18-49s. Seven is up 28% on Nine and up 120% on Ten in 25-54s.
- Seven wins in morning television. The Morning Show is up 24% on Mornings and up 251% on Studio 10.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.230 million).
- **Seven News – Today Tonight** (1.152 million) wins at 6:30pm.
- **Home and Away** (1.036 million) wins in 16-39s and 18-49s.
- **My Kitchen Rules** (2.005 million):
 - peaks at 2.408 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: 39 share in total viewers, 46 share in 16-39s, 45 share in 18-49s and 44 share in 25-54s.
- **Revenge** (0.877 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 27 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s.

Tuesday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 114% on Nine and up 292% on Ten in total viewers.
 - Seven is up 147% on Nine and up 326% on Ten in 16-39s. Seven is up 122% on Nine and up 314% on Ten in 18-49s. Seven is up 108% on Nine and up 302% 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 and 25-54s.
- Seven wins in breakfast television. Sunrise is up 30% on Today and up 989% on Wake Up.
- Seven wins in morning television. The Morning Show is up 78% on Mornings and up 295% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules – Winner	#1	My Kitchen Rules – Winner	#1
My Kitchen Rules – Final	#2	My Kitchen Rules – Final	#2
Seven News	#3	Home and Away	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#6
Home and Away	#6	Seven News	#7
16-39s		18-49s	
My Kitchen Rules – Winner	#1	My Kitchen Rules – Winner	#1
My Kitchen Rules – Final	#2	My Kitchen Rules – Final	#2
Home and Away	#3	Home and Away	#3
Intelligence	#5	Intelligence	#6
Seven News – Today Tonight	#8	Seven News – Today Tonight	#7
Seven News	#9	Seven News	#9

- **Seven News** (1.231 million). Seven News wins network – up 60,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (1.190 million). Seven News – Today Tonight wins network – up 142,000 viewers on Nine News – 6:30pm, a 14% audience advantage.
- **Home and Away** (1.099 million) and wins in total viewers, 16-39s, 18-49s and 25-54s – 28 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.
- **My Kitchen Rules – Grand Final** (2.302 million):
 - peaks at 2.812 million.
 - dominates in total viewers, 18-49s and 25-54s: 46 share in total viewers, 55 share in 16-39s, 52 share in 18-49s and 50 share in 25-54s.

- **My Kitchen Rules – Winner** (2.591 million):
 - peaks at 2.866 million
 - dominates in total viewers, 16-39s, 18-49s and 25-54s and is Tuesday's number one most-watched programme in all key audiences: 58 share in total viewers, 63 share in 16-39s, 62 share in 18-49s and 61 share in 25-54s.
- **Intelligence** (0.697 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Tuesday's top ten most-watched programmes for 16-39s and 18-49s – 27 share in total viewers, 28 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.

Wednesday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 8% on Nine and up 131% on Ten.
- 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 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 8% on Nine + Go + Gem and up 131% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 21% on Today and up 821% on Wake Up.
- Seven wins in morning television. The Morning Show is up 42% on Mornings and up 313% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	House Rules	#3
House Rules	#2	The Blacklist	#5
Seven News – Today Tonight	#4	Home and Away	#8
Home and Away	#7	Seven News	#10
16-39s		18-49s	
House Rules	#1	House Rules	#1
The Blacklist	#5	The Blacklist	#5
Home and Away	#7	Home and Away	#6
		Seven News	#10

- **Seven News** (1.216 million). Seven News wins network – up 154,000 viewers on Nine News, a 15% audience advantage.
- **Seven News – Today Tonight** (1.121 million). Seven News – Today Tonight wins network – up 202,000 viewers on Nine News – 6:30pm, a 21% audience advantage.

- **Home and Away** (0.974 million) and wins in total viewers, 16-39s and 18-49s.
- **House Rules** (1.183 million):
 - peaks at 1.413 million
 - up 47% on 2013 season launch
 - wins in total viewers, 16-39s and 18-49s
 - Wednesday's number one most-watched programme for 16-39s and 18-49s and one of the top three most-watched programmes for 25-54s: 26 share in total viewers, 30 share in 16-39s, 30 share in 18-49s and 29 share in 25-54s.
- **The Blacklist** (0.871 million peaks at 1.118 million metropolitan markets), wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Wednesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in news and public affairs.
- 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) leads Nine (Nine + Go + Gem) and is up 63% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 7% on Nine and up 56% on Ten in 16-39s. Seven is up 4% on Nine and up 53% on Ten in 18-49s. Seven is up 57% 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 breakfast television. Sunrise is up 20% on Today and up 1013% on Wake Up.
- Seven wins in morning television. The Morning Show is up 76% on Mornings and up 218% on Studio 10.
- Seven scores in the most-watched programmes:

All People

Seven News	#2
Seven News – Today Tonight	#4
Home and Away	#7
House Rules	#8

25-54s

House Rules	#3
Home and Away	#4
Under the Hammer	#9
Seven News – Today Tonight	#10

16-39s

House Rules	#2
Home and Away	#4
Under the Hammer	#6
How I Met Your Mother	#7
How I Met Your Mother	#8

18-49s

House Rules	#2
Home and Away	#4
Under the Hammer	#6
How I Met Your Mother	#7
How I Met Your Mother	#8

- **Seven News** (1.174 million). Seven News wins network – up 44,000 viewers on Nine News, a 4% audience advantage.
- **Seven News – Today Tonight** (1.097 million). Seven News – Today Tonight wins network, up 79,000 viewers on Nine News – 6:30pm, an 8% audience advantage.
- **Home and Away** (0.997 million) wins in 16-39s and 18-49s – 28 share in 16-39s and 26 share in 25-54s.
- **House Rules** (0.987 million) peaks at 1.253 million and is one of Thursday's top two most-watched programmes for 16-39s and 18-49s and one of the top three most-watched programmes for 25-54s – 26 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.

Friday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 7% on Nine and up 154% 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 leads Nine + Go + Gem and is up 108% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 11% on Today and up 675% on Wake Up.
- Seven wins in morning television. The Morning Show is up 48% on Mornings and up 169% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#3	Better Homes and Gardens	#7
Better Homes and Gardens	#6	Seven News – Today Tonight	#8
		AFL on Seven	#9
16-39s		18-49s	
AFL on Seven	#6	Seven News	#6
Seven News	#7	Better Homes and Gardens	#7
Better Homes and Gardens	#8	Seven News – Today Tonight	#8
AFL on Seven – Pre-Match	#10	AFL on Seven	#9

- **Seven News** (1.160 million). Seven News wins network – up 115,000 viewers on Nine News, an 11% audience advantage.
- **Seven News – Today Tonight** (1.003 million). Seven News – Today Tonight wins network, up 22,000 viewers on Nine News – 6:30pm, a 2% audience advantage.
- **Better Homes and Gardens** (0.850 million – not broadcast in Adelaide) peaks at 1.008 million and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 35 share in total viewers, 40 share in 16-39s, 38 share in 18-49s and 37 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 41% on Nine and up 176% on Ten in total viewers.
 - Seven is up 56% on Nine and up 162% on Ten in 16-39s. Seven is up 44% on Nine and up 157% on Ten in 18-49s. Seven is up 35% on Nine and up 171% 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, 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 7% on Nine (Nine + Go + Gem) and up 148% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 26% on Nine and up 153% on Ten in 16-39s. Seven is up 23% on Nine and up 138% on Ten in 18-49s. Seven is up 21% on Nine and up 139% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise is up 6% on Weekend Today.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
AFL on Seven – Pre-Match	#7	The Mummy	#4
AFL on Seven	#8	AFL on Seven	#6
		AFL on Seven – Pre-Match	#7
		Sunrise	#10
16-39s		18-49s	
Seven News	#1	Seven News	#1
AFL on Seven	#4	AFL on Seven	#4
The Mummy	#5	The Mummy	#5
AFL on Seven – Pre-Match	#6	AFL on Seven – Pre-Match	#6

- **Seven News** (1.134 million). Seven News wins network – up 275,000 viewers on Nine News, a 32% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 31 share in total viewers, 40 share in 16-39s, 34 share in 18-49s and 30 share in 25-54s.