

12 May 2014

Seven Network Ratings Report

Week 19: 4 May – 10 May 2014

Seven scores across primetime.

- The Killing Field peaks at 1.361 million and wins Sunday.
- House Rules scores peak audiences of 1.326 million on Sunday and 1.321 million on Monday.
- AFL on Seven dominates across its primetime broadcast markets on Friday and Saturday,



Seven delivers in the most-watched programmes.

- | | |
|----------------------------|---------------|
| - Seven News – Sunday | 2.137 million |
| - The Killing Field | 1.849 million |
| - House Rules – Reveal | 1.750 million |
| - House Rules – Sunday | 1.720 million |
| - Sunday Night | 1.654 million |
| - House Rules – Tuesday | 1.557 million |
| - Seven News – Saturday | 1.552 million |
| - Seven News | 1.539 million |
| - House Rules – Wednesday | 1.527 million |
| - Home and Away | 1.488 million |
| - Better Homes and Gardens | 1.327 million |

Metropolitan and Regional Combined Audiences

Seven wins in breakfast television.

- Sunrise is up 25% on Today and up 979% on Wake Up in total viewers.

Seven wins in morning television.

- The Morning Show is up 48% on Mornings and up 254% on Studio 10 in total viewers.

Live and As-Live Data**Week 19 Primetime Shares**

ABC1:	12.3%
Seven:	20.4%
Nine:	23.8%
Ten:	11.8%
SBS1:	4.7%

ABC2:	2.6%
ABC3:	0.9%
ABC News 24:	1.1%
7TWO:	4.0%
7mate:	4.1%
GO!:	4.4%
Gem:	2.8%
One:	2.6%
Eleven:	2.9%
SBS2:	1.4%
NITV:	0.1%

Week 19 Combined Multiple Channels Primetime Shares

ABC1:	16.9%
Seven:	28.5%
Nine:	31.1%
Ten:	17.3%
SBS:	6.2%

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 19, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.4%	23.8%	11.8%	12.3%	4.7%
16-39s	19.5%	24.9%	15.9%	4.3%	3.9%
18-49s	19.9%	25.7%	14.8%	5.3%	4.2%
25-54s	20.3%	26.3%	14.3%	6.4%	4.2%

Primetime audience demographics for digital channels

6:00pm-midnight Week 19, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.0%	2.4%	2.6%	2.8%
7mate	4.1%	6.1%	5.7%	5.3%
GO!	4.4%	6.0%	5.7%	5.0%
Gem	2.8%	2.4%	2.4%	2.5%
GO!	2.6%	3.4%	3.3%	3.2%
Eleven	2.9%	4.6%	4.2%	3.8%
ABC2	2.6%	3.4%	2.8%	2.6%
ABC3	0.9%	0.6%	0.6%	0.5%
ABC News 24	1.1%	0.7%	0.9%	1.0%
SBS2	1.4%	1.8%	1.7%	1.7%
NITV	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 19, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.5%	31.1%	17.3%	16.9%	6.2%
16-39s	28.0%	33.4%	23.8%	9.0%	5.8%
18-49s	28.3%	33.8%	22.3%	9.6%	6.0%
25-54s	28.4%	33.8%	21.3%	10.5%	6.1%

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 16% on Weekend Today 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 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#3
The Killing Field	#5	House Rules	#4
House Rules	#6	The Killing Field	#5
Sunday Night	#7	Sunday Night	#7
16-39s		18-49s	
House Rules	#3	House Rules	#3
Seven News	#4	Seven News	#4
The Killing Field	#5	The Killing Field	#5
Sunday Night	#9	Sunday Night	#7

- **House Rules** (1.093 million) peaks at 1.326 million and is one of Sunday's top three most-watched programmes for 16-39s and 18-49s.
- **Sunday Night** (0.995 million) peaks at 1.316 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **The Killing Field** (1.166 million) peaks at 1.361 million and wins in total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 25 share in 16-39s, 26 share in 18-49s and 29 share in 25-54s.

Monday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise is up 15% on Today and up 1080% on Wake Up in total viewers.
- Seven wins in morning television. The Morning Show is up 34% on Mornings and up 279% on Studio 10.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	House Rules	#3
Seven News – Today Tonight	#6	Seven News	#9
House Rules	#8	Home and Away	#10
Home and Away	#9		
16-39s		18-49s	
House Rules	#4	House Rules	#3
Home and Away	#5	Home and Away	#7

- **Home and Away** (1.041 million).
- **House Rules** (1.085 million) peaks at 1.321 million and is one of Monday's top three most-watched programmes for 18-49s and 25-54s.

Tuesday

- Seven wins in breakfast television. Sunrise is up 27% on Today and up 729% on Wake Up.
- Seven wins in morning television. The Morning Show is up 51% on Mornings and up 175% on Studio 10.
- 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	#5	House Rules	#7
Seven News – Today Tonight	#6	Home and Away	#8
Home and Away	#7	Seven News	#9
House Rules	#8	Resurrection	#10
16-39s		18-49s	
House Rules	#3	House Rules	#4
Home and Away	#4	Home and Away	#5
Resurrection	#10	Resurrection	#9
		Resurrection	#10

- **Home and Away** (1.004 million) wins in 16-39s and 18-49s.
- **House Rules** (0.951 million) peaks at 1.182 million and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in breakfast television. Sunrise is up 32% on Today and up 1042% on Wake Up.
- Seven wins in morning television. The Morning Show is up 63% on Mornings and up 345% on Studio 10.
- 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 and 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	House Rules	#3
Seven News – Today Tonight	#6	Seven News	#7
House Rules	#8		
Home and Away	#9		
16-39s		18-49s	
House Rules	#3	House Rules	#3
Home and Away	#7	Home and Away	#6

- **Home and Away** (0.960 million) wins in 16-39s and 18-49s.
- **House Rules** (0.964 million) peaks at 1.169 million and is one of Wednesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in breakfast television. Sunrise is up 28% on Today and up 1300% on Wake Up.
- Seven wins in morning television. The Morning Show is up 44% on Mornings and up 270% on Studio 10.
- 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	Home and Away	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#8
Home and Away	#7	Seven News	#10
16-39s		18-49s	
Home and Away	#2	Home and Away	#2
Seven News – Today Tonight	#10	Seven News – Today Tonight	#10

Friday

- 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 27% on Nine and up 169% on Ten in total viewers.
 - Seven is up 35% on Nine and up 117% on Ten in 16-39s. Seven is up 29% on Nine and up 114% on Ten in 18-49s. Seven is up 25% on Nine and up 122% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 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 21% on Nine (Nine + Go + Gem) and up 131% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 16% on Nine and up 79% on Ten in 16-39s. Seven is up 16% on Nine and up 80% on Ten in 18-49s. Seven is up 19% on Nine and up 88% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 22% on Today and up 821% on Wake Up in total viewers.
- Seven wins in morning television. The Morning Show is up 48% on Mornings and up 228% on Studio 10 in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#3
Seven News – Today Tonight	#4	Better Homes and Gardens	#4
Better Homes and Gardens	#5	AFL on Seven	#5
AFL on Seven	#9	Seven News – Today Tonight	#7

16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#1
Better Homes and Gardens	#3	Better Homes and Gardens	#4
AFL on Seven: Post-Match	#9	Seven News	#7
AFL on Seven: Pre-Match	#10	Seven News – Today Tonight	#8
- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 36 share in total viewers, 43 share in 16-39s, 42 share in 18-49s and 40 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 24% on Nine and up 80% on Ten in total viewers.
 - Seven is up 19% on Nine and up 45% on Ten in 16-39s. Seven is up 17% on Nine and up 58% on Ten in 18-49s. Seven is up 13% on Nine and up 60% 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 3% on Nine (Nine + Go + Gem) and up 52% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 11% on Nine and up 25% on Ten in 16-39s. Seven is up 6% on Nine and up 31% on Ten in 18-49s. Seven is up 7% on Nine and up 35% on Ten in 25-54s
- Seven wins in breakfast television. Weekend Sunrise is up 15% on Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
		The Mummy Returns	#10
16-39s		18-49s	
Seven News	#1	Seven News	#1
AFL on Seven: Pre-Match	#8	AFL on Seven: Pre-Match	#9
AFL on Seven	#9		
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 29 share in 16-39s and 26 share in 18-49s.