

20 May 2013

Seven Network Ratings Report

Week 20: 12 May – 18 May 2013

Seven scores in the most-watched programmes.

- Seven wins primetime on Friday and Saturday on primary channels.
- Seven wins primetime on Monday, Tuesday, Wednesday, Friday and Saturday on digital channels.
- Seven + 7TWO + 7mate wins primetime on Friday and Saturday on combined audience of all channels.
- Sunday Night peaks at 1.467 million.
- The Force peaks at 1.463 million.
- A Place To Call Home peaks at 1.441 million.
- Packed to the Rafters peaks at 1.278 million.
- Highway Patrol peaks at 1.177 million. The Force peaks at 1.287 million.
- AFL on Seven: Friday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s.
- AFL on Seven: Saturday Night Football dominates 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 is up 39% on Mornings.

Seven is number 1 in 2013.

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s in primetime across the current television season.

Seven + 7TWO + 7mate is number 1 in 2013.

- Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime in total viewers on the combined audiences of all multiple channels across the current television season.



Live and As-Live Data

Week 20 Primetime Shares

ABC1:	13.3%
Seven:	20.8%
Nine:	23.6%
Ten:	11.5%
SBS1:	5.4%

ABC2:	2.5%
ABC3:	0.7%
ABC News 24:	1.1%
7TWO:	4.0%
7mate:	4.0%
GO!:	4.4%
Gem:	2.6%
One:	2.5%
Eleven:	2.6%
SBS2:	0.9%
NITV:	0.1%

Week 20 Combined Multiple Channels Primetime Shares

ABC1:	17.7%
Seven:	28.8%
Nine:	30.5%
Ten:	16.6%
SBS:	6.4%

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 20, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.8%	23.6%	11.5%	13.3%	5.4%
16-39s	20.2%	27.4%	14.2%	5.0%	4.6%
18-49s	20.1%	26.9%	13.8%	6.7%	4.9%
25-54s	20.4%	26.6%	13.5%	7.8%	4.9%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 20, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.8%	30.5%	16.6%	17.7%	6.4%
16-39s	27.8%	36.4%	20.9%	9.1%	5.7%
18-49s	27.6%	35.2%	20.2%	10.8%	6.2%
25-54s	27.9%	34.5%	19.6%	11.9%	6.2%

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 breakfast television. Weekend Sunrise is up 35% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Sunday Night	#5	The Force	#5
Seven News	#6	Sunday Night	#6
A Place To Call Home	#7	Seven News	#7
The Force	#8	A Place To Call Home	#10
Highway Patrol	#9		
16-39s		18-49s	
The Force	#6	The Force	#5
Highway Patrol	#10	Sunday Night	#8
		Seven News	#9

- **Seven News** (1.250 million).
- **Sunday Night** (1.237 million) peaks at 1.467 million – 25 share in total viewers.
- **The Force** (1.120 million) peaks at 1.463 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **A Place To Call Home** (1.179 million) peaks at 1.441 million and ranks in Sunday's top ten most-watched programmes for total viewers and 25-54s.

Monday

- Seven wins in public affairs.
- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 40% 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	
Seven News	#4	Seven News	#4
Today Tonight	#5	Today Tonight	#6
Home and Away	#8	Home and Away	#8
		Revenge	#10
16-39s		18-49s	
Home and Away	#3	Seven News	#4
Seven News	#5	Home and Away	#5
Today Tonight	#7	Today Tonight	#6
		Revenge	#10

Programming note: AFL on Seven: Monday Night Football pre-empts Seven's primetime in Melbourne.

- **Seven News** (1.264 million).
- **Today Tonight** (1.132 million). Today Tonight wins network – up 57,000 viewers on A Current Affair, a 5% audience advantage.

Tuesday

- Seven wins in news and public affairs.
- 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 morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Packed to the Rafters	#4
Today Tonight	#5	Seven News	#6
Packed to the Rafters	#6	House Rules	#9
Home and Away	#10	Today Tonight	#10

16-39s		18-49s	
Packed to the Rafters	#4	Packed to the Rafters	#4
House Rules	#6	Seven News	#6
Home and Away	#8	House Rules	#7
Seven News	#9	Home and Away	#10

- **Seven News** (1.307 million). Seven News wins network.
- **Today Tonight** (1.085 million). Today Tonight wins network.
- **Packed to the Rafters** (1.081 million) peaks at 1.278 million and ranks in Tuesday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in 16-39s and 25 share in 25-54s.

Wednesday

- 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 wins in breakfast television. Sunrise leads Today across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 46% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#5
Today Tonight	#6	Home and Away	#8
Home and Away	#8	House Rules	#9
		Today Tonight	#10

16-39s		18-49s	
Home and Away	#5	Seven News	#6
House Rules	#6	Home and Away	#7
Seven News	#10	House Rules	#9

Thursday

- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 63% on Mornings.

- Seven scores in the most-watched programmes:

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

Friday

- Seven wins in public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 18-49s and 25-54s.
 - Seven is up 13% on Nine and up 160% on Ten in total viewers.
 - Seven leads Nine and is up 90% on Ten in 18-49s. Seven leads Nine and is up 92% 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, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 18% on Nine (Nine + Go + Gem) and up 112% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 2% on Nine and up 61% on Ten in 18-49s. Seven is up 4% on Nine and up 64% 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	
Seven News	#2	Seven News	#2
Better Homes and Gardens	#3	Better Homes and Gardens	#3
Today Tonight	#4	Today Tonight	#7
		AFL on Seven	#10
16-39s		18-49s	
Better Homes and Gardens	#3	Seven News	#3
Seven News	#4	Better Homes and Gardens	#4
AFL on Seven	#7	Today Tonight	#7
		AFL on Seven	#10

- Better Homes and Gardens** (0.936 million) is one of the Friday' top three most-watched programmes for total viewers, 16-39s and 25-54s.
- AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts on Seven and 7mate.

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 57% on Nine and up 97% on Ten in total viewers.
 - Seven is up 40% on Nine and up 84% on Ten in 16-39s. Seven is up 33% on Nine and up 80% on Ten in 18-49s. Seven is up 43% on Nine and up 78% 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 48% on Nine (Nine + Go + Gem) and up 125% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 28% on Nine and up 73% on Ten in 16-39s. Seven is up 29% on Nine and up 82% on Ten in 18-49s. Seven is up 31% on Nine and up 86% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 31% 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
AFL on Seven	#7	AFL on Seven	#5
		Back to the Future II	#8
		Weekend Sunrise	#10
16-39s		18-49s	
Seven News	#1	Seven News	#1
AFL on Seven	#5	AFL on Seven	#5
Back to the Future II	#8	Back to the Future II	#8
AFL on Seven – Post-Match	#10	AFL on Seven – Post-Match	#9

- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts on Seven and 7mate.