

2 June 2014

Seven Network Ratings Report

Week 22: 25 May – 31 May 2014

Seven wins in news.

- Seven News wins at 6:00pm.

Seven wins in breakfast television.

- Sunrise is up 18% on Today.

Seven wins in morning television.

- The Morning Show is up 55% on Mornings.

Seven delivers across primetime.

- Seven delivers in a week of major events.
- Seven wins in primetime on primary channels on Monday, Tuesday, Thursday, Friday and Saturday.
- Seven wins in primetime on combined audiences on Monday, Tuesday, Thursday, Friday and Saturday.
- Seven wins primetime on digital channels on Sunday, Monday and Tuesday.

Seven scores in the most-watched programmes:

- | | |
|-------------------------------|---------------|
| - House Rules – Reveal | 2.576 million |
| - House Rules – Tuesday | 2.131 million |
| - Seven News – Sunday | 2.065 million |
| - House Rules – Sunday | 2.019 million |
| - House Rules – Wednesday | 1.874 million |
| - Seven News – Saturday | 1.628 million |
| - What Really Happens in Bali | 1.601 million |
| - Sunday Night | 1.578 million |
| - Seven News – Monday-Friday | 1.560 million |
| - Home and Away | 1.503 million |
| - A Place To Call Home | 1.469 million |
| - Better Homes and Gardens | 1.413 million |
| - Revenge | 1.236 million |

Metropolitan + Regional Combined: Audiences



Seven delivers across primetime.

- House Rules peaks at 1.507 million and ranks in Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Sunday Night ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- A Place To Call Home ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.979 million, leads The Voice and is Monday's number one most-watched programme for total viewers, 16-39s and 18-49s and one of the top two most-watched programmes for 25-54s.
- Revenge ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.562 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- What Really Happens in Bali peaks at 1.231 million and wins in total viewers, 16-39s, 18-49s and 25-54s.
- AFL on Seven: Thursday Night Football wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.
- Better Homes and Gardens (not broadcast in Adelaide) peaks at 1.055 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 wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.
- AFL on Seven: Saturday Night Football wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.

Live and As-Live Data**Week 22 Primetime Shares**

ABC1:	12.2%
Seven:	21.5%
Nine:	23.3%
Ten:	12.2%
SBS1:	4.0%

ABC2:	2.7%
ABC3:	0.8%
ABC News 24:	1.0%
7TWO:	4.0%
7mate:	3.8%
GO!:	4.7%
Gem:	3.2%
One:	2.7%
Eleven:	3.0%
SBS2:	0.9%
NITV:	0.2%

Week 22 Combined Multiple Channels Primetime Shares

ABC1:	16.6%
Seven:	29.3%
Nine:	31.2%
Ten:	17.8%
SBS:	5.1%

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 22, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	21.5%	23.3%	12.2%	12.2%	4.0%
16-39s	21.1%	24.6%	16.1%	4.4%	2.4%
18-49s	21.3%	25.2%	15.5%	5.3%	2.8%
25-54s	21.5%	25.6%	14.8%	6.2%	3.1%

Primetime audience demographics for digital channels

6:00pm-midnight Week 22, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.0%	2.3%	2.6%	2.8%
7mate	3.8%	6.0%	5.3%	4.8%
GO!	4.7%	6.4%	5.9%	5.4%
Gem	3.2%	3.0%	3.0%	3.0%
GO!:	2.7%	3.2%	3.3%	3.3%
Eleven	3.0%	4.5%	4.3%	4.1%
ABC2	2.7%	3.5%	3.0%	2.8%
ABC3	0.8%	0.5%	0.5%	0.5%
ABC News 24	1.0%	0.6%	0.8%	0.8%
SBS2	0.9%	1.4%	1.2%	1.2%
NITV	0.2%	0.1%	0.1%	0.2%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 22, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.3%	31.2%	17.8%	16.6%	5.1%
16-39s	29.4%	34.0%	23.9%	8.9%	3.9%
18-49s	29.1%	34.1%	23.1%	9.6%	4.1%
25-54s	29.1%	34.0%	22.2%	10.3%	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 breakfast television. Weekend Sunrise is up 37% on Weekend Today in 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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	House Rules	#3
House Rules	#4	Seven News	#5
Sunday Night	#6	Sunday Night	#7
A Place To Call Home	#8	A Place To Call Home	#10

16-39s		18-49s	
House Rules	#2	House Rules	#3
Seven News	#6	Seven News	#6
Sunday Night	#9	Sunday Night	#8
A Place To Call Home	#10	A Place To Call Home	#10

- **Seven News** (1.391 million). Seven News wins network – up 143,000 viewers on Nine News, an 11% audience advantage.
- **House Rules** (1.264 million) peaks at 1.507 million and ranks in Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 25 share in 16-39s and 25 share in 25-54s.
- **Sunday Night** (0.971 million) ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **A Place To Call Home** (0.912 million) ranks in Sunday's top ten programmes for total viewers, 16-39s, 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 175% on Ten in total viewers.
 - Seven is up 14% on Nine and up 104% on Ten in 16-39s. Seven leads Nine and is up 116% on Ten in 18-49s. Seven is 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 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 and 18-49s.
 - Seven (Seven + 7TWO + 7mate) is up 12% on Nine (Nine + Go + Gem) and up 142% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 12% on Nine and up 69% on Ten in 16-39s. Seven is up 2% on Nine and up 74% on Ten in 18-49s. Seven is up 84% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 16% on Today.
- Seven wins in morning television. The Morning Show is up 63% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules	#1	House Rules	#2
Seven News	#3	Home and Away	#7
Seven News – Today Tonight	#5	Revenge	#9
Home and Away	#9		
16-39s		18-49s	
House Rules	#1	House Rules	#1
Home and Away	#4	Home and Away	#5
Revenge	#8	Revenge	#8

- **Seven News** (1.291 million). Seven News wins network – up 41,000 viewers on Nine News, a 3% audience advantage.
- **Seven News – Today Tonight** (1.208 million). Seven News – Today Tonight wins network – up 60,000 viewers on Nine News – 6:30pm, a 5% audience advantage.
- **Home and Away** (1.043 million). wins 16-39s and 18-49s.
- **House Rules** (1.658 million) peaks at 1.979 million, leads The Voice and is Monday's number one most-watched programme for total viewers, 16-39s and 18-49s and one of the top two most-watched programmes for 25-54s – 30 share in total viewers, 34 share in 16-39s, 32 share in 18-49s and 31 share in 25-54s.
- **Revenge** (0.801 million) ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 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 17% on Nine and up 60% on Ten in total viewers.
 - Seven is up 22% on Nine and up 46% on Ten in 16-39s. Seven is up 17% on Nine and up 51% on Ten in 18-49s. Seven is up 14% on Nine and up 58% 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.
 - Bogan Hunters on 7mate is the number one most-watched programme on digital channels.

- 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 18% on Nine (Nine + Go + Gem) and up 66% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 24% on Nine and up 55% on Ten in 16-39s. Seven is up 20% on Nine and up 55% on Ten in 18-49s. Seven is up 15% on Nine and up 57% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 27% on Today.
- Seven wins in morning television. The Morning Show is up 56% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules	#1	House Rules	#1
Seven News	#2	What Really Happens in Bali	#4
Seven News – Today Tonight	#6	Seven News	#8
What Really Happens in Bali	#8	Home and Away	#9
Home and Away	#10	Seven News – Today Tonight	#10
16-39s		18-49s	
House Rules	#1	House Rules	#1
What Really Happens in Bali	#4	What Really Happens in Bali	#3
Home and Away	#6	Home and Away	#6

- **Seven News** (1.285 million). Seven News wins network – up 53,000 viewers on Nine News, a 4% audience advantage.
- **Seven News – Today Tonight** (1.143 million).
- **Home and Away** (0.941 million) wins in 16-39s, 18-49s and 25-54s.
- **House Rules** (1.312 million) peaks at 1.562 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 28 share in 16-39s, 29 share in 18-49s and 29 share in 25-54s.
- **What Really Happens in Bali** (1.057 million) peaks at 1.231 million and wins in total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 28 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s.

Wednesday

- Seven wins in breakfast television. Sunrise is up 20% on Today.
- Seven wins in morning television. The Morning Show is up 28% on Mornings.

Programming note: Seven did not broadcast network schedule across 7:30-10:30pm

Thursday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 18% on Nine and up 48% on Ten in total viewers.
 - Seven is up 17% on Nine and up 13% on Ten in 16-39s. Seven is up 9% on Nine and up 16% on Ten in 18-49s. Seven is up 2% on Nine and up 25% 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.
 - Seven + 7TWO + 7mate is up 5% on Nine + Go + Gem and up 26% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show is up 39% on Mornings.
- Million Dollar Minute leads Hot Seat at 5:30pm.

Programming note: AFL on Seven pre-empts 6:30-10:30pm in some markets

Friday

- 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 34% on Nine and up 156% on Ten in total viewers.
 - Seven is up 18% on Nine and up 73% on Ten in 16-39s. Seven is up 25% on Nine and up 90% on Ten in 18-49s. Seven is up 26% on Nine and up 102% 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 24% on Nine (Nine + Go + Gem) and up 105% on Ten (Ten + One + Eleven) in total viewers.
 - Seven leads Nine and is up 33% on Ten in 16-39s. Seven is up 10% on Nine and up 45% on Ten in 18-49s. Seven is up 13% on Nine and up 36% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 26% on Today.
- Seven wins in morning television. The Morning Show is up 92% on Mornings.
- Million Dollar Minute leads Hot Seat at 5:30pm.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
Seven News – Today Tonight	#3	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#5
Million Dollar Minute	#9		
16-39s		18-49s	
Seven News	#4	Seven News	#1
Better Homes and Gardens	#6	Better Homes and Gardens	#5
Seven News – Today Tonight	#10	Seven News – Today Tonight	#8

Programming note: AFL on Seven pre-empts network schedules 7:00-10:30pm in some markets

- **Seven News** (1.169 million). Seven News wins network – up 108,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (0.955 million – not broadcast in Adelaide) wins network. Seven News – Today Tonight is up 74,000 viewers on Nine News – 6:30pm across their four broadcast markets, an 8% audience advantage.
- **Better Homes and Gardens** (0.861 million – not broadcast in Adelaide) peaks at 1.055 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** wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 28 share in total viewers, 30 share in 16-39s, 30 share in 18-49s and 31 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 32% on Nine and up 75% on Ten in total viewers.
 - Seven is up 10% on Nine and up 35% on Ten in 16-39s. Seven is up 16% on Nine and up 37% on Ten in 18-49s. Seven is up 16% on Nine and up 41% 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 10% on Nine (Nine + Go + Gem) and up 66% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 3% on Nine and up 46% on Ten in 16-39s. Seven is up 7% on Nine and up 37% on Ten in 18-49s. Seven is up 9% on Nine and up 36% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 23% 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	#2
		Men In Black 2	#5
		AFL on Seven	#6
		AFL on Seven: Pre-Match	#9
16-39s		18-49s	
Seven News	#4	Seven News	#2
Men In Black 2	#5	AFL on Seven	#5
AFL on Seven	#6	Men In Black 2	#6
AFL on Seven: Pre-Match	#8	AFL on Seven: Pre-Match	#8

Programming note: AFL on Seven pre-empts network schedules 6:30-10:30pm in some markets

- Seven News** (1.049 million). Seven News wins network – up 103,000 viewers on Nine News, an 11% audience advantage.
- AFL on Seven: Saturday Night Football** wins 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 31 share in 25-54s.