

24 June 2013

Seven Network Ratings Report

Week 25: 16 June – 22 June 2013



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 + 7TWO + 7mate is up 2% on Nine + Go + Gem and up 66% on Ten + One + Eleven in total viewers.

Seven is number 1 in 2013.

- Seven is number 1 for total viewers 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.

Seven scores in the most-watched programmes.

- Sunday Night peaks at 1.621 million. Border Security peaks at 1.358 million. The Force peaks at 1.672million.
- A Place To Call Home peaks at 1.704 million and is the most-watched drama series on television.
- House Rules hits as new high audience and peaks at 1.738 million against the final of The Voice on Monday. Revenge peaks at 1.291 million.
- House Rules peaks at 1.409 million and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Packed to the Rafters peaks at 1.320 million.
- House Rules peaks at 1.437 million and is one of Wednesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.391 million and is one of Thursday's top two most-watched programmes for 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

Seven wins in breakfast television.

- Sunrise leads Today in total viewers across 6:00-9:00am.

Seven wins in morning television.

- The Morning Show leads Mornings.

Live and As-Live Data

Week 25 Primetime Shares

ABC1:	12.4%
Seven:	21.9%
Nine:	22.1%
Ten:	12.6%
SBS1:	5.7%

ABC2:	2.6%
ABC3:	0.7%
ABC News 24:	0.9%
7TWO:	4.1%
7mate:	3.7%
GO!:	4.3%
Gem:	2.7%
One:	2.3%
Eleven:	3.1%
SBS2:	0.7%
NITV:	0.1%

Week 25 Combined Multiple Channels Primetime Shares

ABC1:	16.6%
Seven:	29.7%
Nine:	29.2%
Ten:	18.0%
SBS:	6.5%

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 25, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	21.9%	22.1%	12.6%	12.4%	5.7%
16-39s	20.6%	24.8%	16.0%	5.1%	4.6%
18-49s	21.2%	24.5%	15.5%	6.4%	5.0%
25-54s	21.3%	24.6%	15.1%	7.3%	5.3%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 25, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.7%	29.2%	18.0%	16.6%	6.5%
16-39s	27.8%	33.8%	23.3%	9.3%	5.8%
18-49s	28.3%	32.7%	22.5%	10.4%	6.0%
25-54s	28.6%	32.3%	21.6%	11.2%	6.3%

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 news.
- 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 66% on Ten + One + Eleven in total viewers.
- 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. Weekend Sunrise is up 22% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#5
Sunday Night	#5	The Force	#8
A Place To Call Home	#6	A Place to Call Home	#9
The Force	#7	Sunday Night	#10
Border Security	#8		
16-39s		18-49s	
The Force	#8	Seven News	#7
Seven News	#10	The Force	#8
		A Place To Call Home	#9

- **Seven News** (1.480 million). Seven News wins network – up 27,000 viewers on Nine News, a 2% audience advantage.
- **Sunday Night** (1.329 million) peaks at 1.621 million and ranks in Sunday's top ten most-watched programmes for total viewers and 25-54s – 25 share in 25-54s.
- **Border Security** (1.122 million) peaks at 1.358 million and is up 26% on Masterchef.
- **The Force** (1.301 million) peaks at 1.672 million, is up 44% on Masterchef and ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **A Place To Call Home** (1.283 million) peaks at 1.704 million, is up 27% on House Husbands and wins its timeslot – 26 share in total viewers.

Monday

- Seven scores in the most-watched programmes:

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

- **House Rules** (1.389 million) is up 129% on Masterchef, hits a new high and peaks at 1.738 million – 25 share in total viewers, 30 share in 16-39s, 29 share in 18-49s and 28 share in 25-54s.
- **Revenge** (0.859 million) peaks at 1.291 million and ranks in Monday's top ten 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 16% on Nine and up 48% on Ten in total viewers.
 - Seven is up 2% on Nine and up 31% on Ten in 16-39s. Seven is up 3% on Nine and up 36% on Ten in 18-49s. Seven is up 4% on Nine and up 36% 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, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 16% on Nine (Nine + Go + Gem) and up 49% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 33% on Ten in 16-39s. Seven ties with Nine and is up 35% on Ten in 18-49s. Seven is up 3% on Nine and up 38% 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	House Rules	#2
House Rules	#3	Packed to the Rafters	#4
Packed to the Rafters	#6	Seven News	#6
Today Tonight	#8	Home and Away	#9
Home and Away	#9		
16-39s		18-49s	
House Rules	#3	House Rules	#3
Packed to the Rafters	#4	Packed to the Rafters	#4
Home and Away	#6	Home and Away	#6
Seven News	#9	Seven News	#8

- **House Rules** (1.159 million) peaks at 1.409 million and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 25 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.
- **Packed to the Rafters** (1.080 million) peaks at 1.320 million, is up 99% on Celebrity Apprentice and up 31% on NCIS, and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 1% on Nine and up 64% 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 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 5% on Nine + Go + Gem and up 57% on Ten + One + Eleven.
- Seven wins in breakfast television. Sunrise is up 11% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 17% on Mornings.
- Seven scores in the most-watched programmes:

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

- **House Rules** (1.130 million) peaks at 1.437 million and is one of the top two most-watched programmes for 16-39s, 18-49s and 25-54s on Wednesday – 26 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.
- **Criminal Minds** (0.771 million) peaks at 1.105 million and ranks in Wednesday's top ten programmes for 16-39s, 18-49s and 25-54s.

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 62% on Mornings.
- Seven scores in the most-watched programmes:

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

- **House Rules** (1.220 million) peaks at 1.391 million, wins in total viewers, 16-39s, 18-49s and 25-54s and is one of Thursday's top two most-watched programmes for 16-39s, 18-49s and 25-54s – 27 share in total viewers, 29 share in 16-39s, 29 share in 18-49s and 29 share in 25-54s.

Friday

- Seven wins in public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 6% on Nine and up 120% 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 is up 8% on Nine + Go + Gem and up 91% on Ten + One + Eleven.
- 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 21% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#2
Today Tonight	#3	Today Tonight	#3
Better Homes and Gardens	#5	Better Homes and Gardens	#5
16-39s		18-49s	
Better Homes and Gardens	#7	Seven News	#2
Today Tonight	#8	Today Tonight	#5
AFL on Seven	#9	Better Homes and Gardens	#7

- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 30 share in total viewers, 36 share in 16-39s, 35 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 52% on Nine and up 40% on Ten in total viewers.
 - Seven is up 77% on Nine and up 57% on Ten in 16-39s. Seven is up 67% on Nine and up 52% on Ten in 18-49s. Seven is up 50% on Nine and up 45% 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 39% on Nine (Nine + Go + Gem) and up 47% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 44% on Nine and up 17% on Ten in 16-39s. Seven is up 34% on Nine and up 22% on Ten in 18-49s. Seven is up 28% on Nine and up 28% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 18% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#3
Despicable Me	#7	Despicable Me	#4
16-39s		18-49s	
Despicable Me	#2	Despicable Me	#2
Seven News	#4	Seven News	#4
Jurassic Park III	#9	Jurassic Park III	#9

- **Seven News** (1.106 million). Seven News wins network – up 75,000 viewers on Nine News, a 7% audience advantage.