

30 June 2014

Seven Network Ratings Report

Week 26: 22 June – 28 June 2014

Seven is number one across primetime.

- Seven is number one on primary channels.
- Seven wins primetime in total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins Sunday, Monday, Tuesday, Wednesday, Friday and Saturday in primetime on primary channels.
- Seven + 7TWO + 7mate is number one on the combined audiences of all channels.
- Seven + 7TWO + 7mate combine to win primetime in total viewers, 16-39s, 18-49s and 25-54s.
- Seven + 7TWO + 7mate win combine to win Sunday, Tuesday, Wednesday, Friday and Saturday in primetime on the combined audiences of all channels.



Seven wins in breakfast television.

- Sunrise is up 16% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 46% on Mornings in total viewers.

Seven scores in the most-watched programmes:

- | | |
|---------------------------|---------------|
| - House Rules – Tuesday | 2.556 million |
| - House Rules – Sunday | 2.490 million |
| - House Rules – Monday | 2.358 million |
| - House Rules – Wednesday | 2.191 million |
| - Seven News – Sunday | 2.070 million |
| - Sunday Night | 1.940 million |
| - Seven News – Saturday | 1.594 million |
| - Seven News | 1.551 million |
| - A Place To Call Home | 1.505 million |
| - Home and Away | 1.443 million |

- Better Homes and Gardens 1.371 million
- Winners and Losers 1.313 million
- What Really Happens in Bali 1.250 million

Metropolitan + Regional Combined: Audiences

Seven delivers across primetime.

- House Rules peaks at 1.870 million and is one of Sunday's top two most-watched programmes for total viewers, 18-49s and 25-54s.
- Sunday Night wins its timeslot, is up 13% on 60 Minutes and ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- A Place To Call Home peaks at 1.159 million, wins its timeslot, is up 20% on House Husbands and ranks in Sunday's top ten for total viewers and 25-54s.
- House Rules leads The Voice, peaks at 1.680 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.932 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Winners and Losers wins in total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.575 million and is Wednesday's number one most-watched programme 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 26 Primetime Shares**

ABC1:	12.6%
Seven:	22.7%
Nine:	19.8%
Ten:	12.9%
SBS1:	3.5%

ABC2:	2.9%
ABC3:	0.9%
ABC News 24:	0.9%
7TWO:	4.7%
7mate:	4.3%
GO!:	5.0%
Gem:	3.2%
One:	2.6%
Eleven:	3.0%
SBS2:	0.7%
NITV:	0.2%

Week 26 Combined Multiple Channels Primetime Shares

ABC1:	17.3%
Seven:	31.8%
Nine:	27.9%
Ten:	18.6%
SBS:	4.4%

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 26, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.7%	19.8%	12.9%	12.6%	3.5%
16-39s	22.2%	19.5%	16.9%	5.0%	2.7%
18-49s	22.6%	20.2%	16.4%	6.0%	3.0%
25-54s	22.5%	20.9%	15.5%	7.2%	3.2%

Primetime audience demographics for digital channels

6:00pm-midnight Week 26, 2014				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.7%	2.7%	2.9%	3.2%
7mate	4.3%	6.9%	6.1%	5.7%
GO!	5.0%	7.0%	6.3%	5.9%
Gem	3.2%	3.1%	3.2%	3.3%
One:	2.6%	3.0%	3.1%	3.1%
Eleven	3.0%	4.7%	4.5%	4.1%
ABC2	2.9%	4.0%	3.4%	3.2%
ABC3	0.9%	0.6%	0.6%	0.5%
ABC News 24	0.9%	0.5%	0.8%	0.8%
SBS2	0.7%	1.1%	1.0%	0.9%
NITV	0.2%	0.1%	0.2%	0.2%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 26, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.8%	27.9%	18.6%	17.3%	4.4%
16-39s	31.8%	29.6%	24.5%	10.1%	3.9%
18-49s	31.5%	29.7%	24.0%	10.7%	4.1%
25-54s	31.4%	30.0%	22.7%	11.7%	4.3%

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: up 11% on Nine and up 102% on Ten.
- 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 87% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 15% on Nine and up 31% on Ten in 16-39s. Seven is up 4% on Nine and up 28% on Ten in 18-49s. Seven is up 6% on Nine and up 38% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 38% on Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules	#2	House Rules	#2
Seven News	#3	Sunday Night	#3
Sunday Night	#5	Seven News	#6
A Place To Call Home	#7	A Place To Call Home	#9
16-39s		18-49s	
House Rules	#1	House Rules	#2
Sunday Night	#4	Sunday Night	#4
Seven News	#7	Seven News	#7
- **Seven News** (1.378 million). Seven News wins network – up 95,000 viewers on Nine News, a 7% audience advantage.
- **House Rules** (1.542 million) peaks at 1.870 million and is one of Sunday's top two most-watched programmes for total viewers, 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.
- **Sunday Night** (1.142 million) wins its timeslot, is up 13% on 60 Minutes and ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **A Place To Call Home** (0.908 million) peaks at 1.159 million, wins its timeslot, is up 20% on House Husbands and ranks in Sunday's top ten for total viewers and 25-54s.

Monday

- Seven wins in primetime on primary channels: Seven is number 1 for 16-39s.
- Seven wins in primetime on digital channels: 7mate is the most-watched digital channel in primetime for 25-54s.
- Seven wins in breakfast television. Sunrise is up 17% on Today.
- Seven wins in morning television. The Morning Show is up 76% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules	#1	House Rules	#1
Seven News	#4	What Really Happens in Bali	#7
Seven News – Today Tonight	#7	Home and Away	#8
Home and Away	#8	Seven News – Today Tonight	#9
		Seven News	#10
16-39s		18-49s	
House Rules	#1	House Rules	#1
What Really Happens in Bali	#4	What Really Happens in Bali	#5
Home and Away	#8	Home and Away	#8
Seven News – Today Tonight	#10	Seven News – Today Tonight	#10

- **Home and Away** (1.013 million).
- **House Rules** (1.473 million) leads The Voice, peaks at 1.680 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 28 share in 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 52% on Nine and up 73% on Ten in total viewers.
 - Seven is up 41% on Nine and up 59% on Ten in 16-39s. Seven is up 48% on Nine and up 63% on Ten in 18-49s. Seven is up 43% on Nine and up 66% 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, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 47% on Nine (Nine + Go + Gem) and up 74% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 30% on Nine and up 57% on Ten in 16-39s. Seven is up 34% on Nine and up 55% on Ten in 18-49s. Seven is up 31% on Nine and up 57% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise is up 24% on Today.
- Seven wins in morning television. The Morning Show is up 21% on Mornings.
- Seven scores in the most-watched programmes:

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

- **Home and Away** (1.000 million) wins in 16-39s, 18-49s and 25-54s.
- **House Rules** (1.630 million) peaks at 1.932 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 35 share in 16-39s, 35 share in 18-49s and 34 share in 25-54s.
- **Winners and Losers** (0.831 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 26 share in 16-39s, 27 share in 18-49s and 26 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, 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 17% on Today.
- Seven wins in morning television. The Morning Show is up 33% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules	#1	House Rules	#1
Seven News	#2	Seven News	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#6
Home and Away	#7	Home and Away	#8
16-39s		18-49s	
House Rules	#1	House Rules	#1
Home and Away	#4	Home and Away	#4
The Goldbergs	#5	The Goldbergs	#5
The Goldbergs	#6	Seven News – Today Tonight	#9
		Seven News	#10

- **Seven News** (1.249 million). Seven News wins network – up 95,000 viewers on Nine News, an 8% audience advantage.
- **Seven News - Today Tonight** (1.129 million). Seven News – Today Tonight wins network – up 54,000 viewers on Nine News – 6:30pm, a 5% audience advantage.
- **Home and Away** (0.925 million) wins in 16-39s, 18-49s and 25-54s.
- **House Rules** (1.374 million) peaks at 1.575 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 29 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

Thursday

- Seven wins in breakfast television. Sunrise is up 16% on Today.
- Seven wins in morning television. The Morning Show is up 46% on Mornings.
- Seven wins in primetime on digital channels. 7TWO is number 1 for total viewers. 7mate is number 1 for 16-39s and 18-49s.

Friday

- 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 133% on Ten in total viewers.
 - Seven is up 4% on Nine and up 82% on Ten in 16-39s. Seven is up 11% on Nine and up 85% on Ten in 18-49s. Seven is up 8% on Nine and up 90% 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 and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 10% on Nine (Nine + Go + Gem) and up 94% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 49% on Ten in 16-39s. Seven is up 48% on Ten in 18-49s. Seven leads Nine and is up 56% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise is up 8% on Today.
- Seven wins in morning television. The Morning Show is up 52% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News – Today Tonight	#3
Seven News – Today Tonight	#4	Seven News	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#5
		AFL on Seven	#10
16-39s		18-49s	
AFL on Seven	#6	Better Homes and Gardens	#3
Better Homes and Gardens	#7	Seven News	#4
Seven News	#9	Seven News – Today Tonight	#6
Seven News – Today Tonight	#10	AFL on Seven	#10

- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 33 share in total viewers, 37 share in 16-39s, 36 share in 18-49s and 34 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 38% on Nine and up 93% on Ten in total viewers.
 - Seven is up 33% on Nine and up 91% on Ten in 16-39s. Seven is up 36% on Nine and up 82% on Ten in 18-49s. Seven is up 31% on Nine and up 76% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate 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 29% on Nine (Nine + Go + Gem) and up 102% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 23% on Nine and up 91% on Ten in 16-39s. Seven is up 25% on Nine and up 77% on Ten in 18-49s. Seven is up 21% on Nine and up 73% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
		Lost World: Jurassic Park	#5
16-39s		18-49s	
Seven News	#2	Seven News	#1
Lost World: Jurassic Park	#5	Lost World: Jurassic Park	#5
AFL on Seven	#8	AFL on Seven	#8
AFL on Seven – Pre-Match	#9	AFL on Seven – Pre-Match	#10

- **Seven News** (1.089 million). Seven News wins network – up 130,000 viewers on Nine News, a 14% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 28 share in 16-39s, 28 share in 18-49s and 25 share in 25-54s.