

7 July 2014

## Seven Network Ratings Report

Week 26: 29 June – 5 July 2014



### Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.

### Seven wins in primetime on primary channels.

- Seven is number 1 for 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 18-49s and 25-54s.

### Seven wins in breakfast television.

- Sunrise is up 30% on Today in total viewers.

### Seven wins in morning television.

- The Morning Show is up 44% on Mornings in total viewers.

### Seven scores in the most-watched programmes:

- |                               |               |
|-------------------------------|---------------|
| - House Rules – Wednesday     | 2.441 million |
| - House Rules – Tuesday       | 2.385 million |
| - House Rules – Monday        | 2.347 million |
| - Seven News – Sunday         | 2.008 million |
| - Seven News                  | 1.523 million |
| - Seven News – Saturday       | 1.486 million |
| - Sunday Night                | 1.466 million |
| - Winners and Losers          | 1.455 million |
| - Home and Away               | 1.431 million |
| - Better Homes and Gardens    | 1.398 million |
| - What Really Happens in Bali | 1.253 million |
| - Anh Does Iceland            | 1.207 million |

Metropolitan + Regional Combined: Audiences

### Seven delivers across primetime.

- House Rules leads The Voice, peaks at 1.719 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.731 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Winners and Losers delivers in all key audiences and is top four in Tuesday's most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.784 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 27 Primetime Shares

ABC1:	12.5%
Seven:	21.6%
Nine:	21.3%
Ten:	12.6%
SBS1:	3.5%

ABC2:	2.9%
ABC3:	1.0%
ABC News 24:	0.9%
7TWO:	5.2%
7mate:	4.1%
GO!:	4.3%
Gem:	3.2%
One:	3.0%
Eleven:	3.0%
SBS2:	0.7%
NITV:	0.2%

##### Week 27 Combined Multiple Channels Primetime Shares

ABC1:	17.3%
Seven:	31.0%
Nine:	28.8%
Ten:	18.6%
SBS:	4.3%

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 27, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	21.6%	21.3%	12.6%	12.5%	3.5%
16-39s	21.1%	21.0%	17.5%	4.8%	3.0%
18-49s	21.2%	21.6%	16.6%	6.0%	3.1%
25-54s	21.3%	22.4%	15.5%	7.1%	3.2%

### Primetime audience demographics for digital channels

6:00pm-midnight Week 27, 2014				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.2%	3.8%	3.8%	4.0%
7mate	4.1%	6.0%	5.6%	5.3%
GO!	4.3%	6.1%	5.6%	5.2%
Gem	3.2%	2.7%	2.8%	2.8%
One:	3.0%	3.0%	3.4%	3.4%
Eleven	3.0%	4.7%	4.5%	4.2%
ABC2	2.9%	4.0%	3.3%	3.1%
ABC3	1.0%	0.6%	0.6%	0.5%
ABC News 24	0.9%	0.5%	0.7%	0.8%
SBS2	0.7%	1.0%	0.9%	0.9%
NITV	0.2%	0.1%	0.1%	0.1%

### Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 27, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.0%	28.8%	18.6%	17.3%	4.3%
16-39s	30.9%	29.9%	25.3%	9.9%	4.0%
18-49s	30.6%	30.0%	24.5%	10.7%	4.2%
25-54s	30.7%	30.4%	23.2%	11.5%	4.3%

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 breakfast television. Weekend Sunrise is up 21% on Weekend Today in total viewers.

\*Seven's primetime not broadcast in all markets due to AFL coverage

#### Monday

- Seven wins in primetime: Seven is number 1 for 16-39s in primetime on primary channels.
- Seven wins in primetime on digital channels: 7TWO is the most-watched digital for total viewers. 7mate is the most-watched digital channel in primetime for 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 44% on Mornings.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
House Rules	#1	House Rules	#1
Seven News	#3	Home and Away	#6
Seven News – Today Tonight	#7	What Really Happens in Bali	#8
Home and Away	#8	Seven News – Today Tonight	#9
What Really Happens in Bali	#10	Seven News	#10
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#1	House Rules	#1
What Really Happens in Bali	#4	Home and Away	#4
Home and Away	#5	What Really Happens in Bali	#6
Seven News – Today Tonight	#10	Seven News – Today Tonight	#10

- Home and Away** (1.034 million) wins in 16-39s and 18-49s.
- House Rules** (1.491 million) leads The Voice, peaks at 1.719 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 30 share in 16-39s, 30 share in 18-49s and 29 share in 25-54s.

## Tuesday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 4% on Nine and up 68% on Ten.
- 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.
  - Seven + 7TWO + 7mate is up 4% on Nine + Go + Gem and up 75% on Ten + One + Eleven.
- Seven wins in breakfast television. Sunrise is up 39% on Today.
- Seven wins in morning television. The Morning Show is up 40% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
House Rules	#1	House Rules	#1
Seven News	#2	Winners and Losers	#4
Seven News – Today Tonight	#4	Seven News	#5
Home and Away	#8	Seven News – Today Tonight	#7
Winners and Losers	#9	Home and Away	#9
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#1	House Rules	#1
Winners and Losers	#4	Winners and Losers	#4
Home and Away	#5	Home and Away	#5
Seven News – Today Tonight	#8	Seven News	#8

- Seven News** (1.253 million). Seven News wins network.
- Seven News – Today Tonight** (1.140 million). Seven News – Today Tonight wins network.
- Home and Away** (0.960 million) wins in total viewers, 16-39s, 18-49s and 25-54s.

- **House Rules** (1.514 million) peaks at 1.731 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 30 share in 16-39s, 29 share in 18-49s and 29 share in 25-54s.
- **Winners and Losers** (0.941 million) delivers in all key audiences and is top four in Tuesday's most-watched programmes for 16-39s, 18-49s and 25-54s.

### Wednesday

- 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 80% on Ten in total viewers.
  - Seven is up 67% on Nine and up 23% on Ten in 16-39s. Seven is up 61% on Nine and up 33% on Ten in 18-49s. Seven is up 47% on Nine and up 40% 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, 16-39s, 18-49s and 25-54s.
  - Seven (Seven + 7TWO + 7mate) is up 50% on Nine (Nine + Go + Gem) and up 86% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 58% on Nine and up 23% on Ten in 16-39s. Seven is up 59% on Nine and up 33% on Ten in 18-49s. Seven is up 55% on Nine and up 44% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 28% on Today.
- Seven wins in morning television. The Morning Show is up 38% on Mornings.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.202 million). Seven News wins network – up 110,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (1.071 million).
- **Home and Away** (0.871 million) wins in 18-49s and 25-54s.
- **House Rules** (1.518 million) peaks at 1.784 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 31 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.

## Thursday

- Seven wins in breakfast television. Sunrise is up 42% on Today.
- Seven wins in morning television. The Morning Show is up 41% on Mornings.
- Seven wins in primetime on digital channels. 7mate is number 1 for 16-39s, 18-49s and 25-54s.

## 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 136% on Ten in total viewers.
  - Seven is up 30% on Nine and up 88% on Ten in 16-39s. Seven is up 31% on Nine and up 88% on Ten in 18-49s. Seven is up 24% on Nine and up 93% 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, 16-39s, 18-49s and 25-54s.
  - Seven (Seven + 7TWO + 7mate) is up 25% on Nine (Nine + Go + Gem) and up 107% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 20% on Nine and up 67% on Ten in 16-39s. Seven is up 20% on Nine and up 57% on Ten in 18-49s. Seven is up 17% on Nine and up 56% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 21% on Today.
- Seven wins in morning television. The Morning Show is up 65% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#6
		AFL on Seven	#10
<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#2	Better Homes and Gardens	#1
Seven News – Today Tonight	#7	Today Tonight	#4
AFL on Seven	#8	Seven News	#5
Seven News	#9		

- **Seven News** (1.043 million). Seven News wins network.
- **Better Homes and Gardens** (0.819 million – not broadcast in Adelaide) is Friday's number one most-watched programme for 18-49s and one of the top two most-watched programmes for 16-39s.
- **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, 35 share in 16-39s, 34 share in 18-49s and 32 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 35% on Nine and up 125% on Ten in total viewers.
  - Seven is up 21% on Nine and up 62% on Ten in 16-39s. Seven is up 29% on Nine and up 82% on Ten in 18-49s. Seven is up 29% on Nine and up 111% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for total viewers, 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 (Seven + 7TWO + 7mate) is up 26% on Nine (Nine + Go + Gem) and up 104% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 20% on Nine and up 58% on Ten in 16-39s. Seven is up 31% on Nine and up 65% on Ten in 18-49s. Seven is up 33% on Nine and up 84% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 19% on Weekend Today across 7:00-10:00am
- Seven scores in the most-watched programmes:
 

<b>All People</b>				
Seven News	#1			Seven News #1
				AFL on Seven #7
<b>16-39s</b>				
Seven News	#3			Seven News #1
				AFL on Seven #7
<b>25-54s</b>				
- **Seven News** (0.955 million). Seven News wins network – up 37,000 viewers on Nine News, a 4% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 30 share in total viewers, 32 share in 16-39s, 32 share in 18-49s and 31 share in 25-54s.