

22 July 2013

Seven Network Ratings Report

Week 29: 14 July – 20 July 2013

Seven is number 1 in 2013.

- Seven is number 1 for total viewers in primetime across the current television season.
- 7TWO is number 1 digital 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 1.596 million and ranks in Sunday's top ten for total viewers, 16-39s, 18-49s and 25-54s.
- A Place To Call Home peaks at 1.581 million and wins: up 105% on The Mentalist and up 93% on Elementary.
- Winners and Losers peaks at 1.078 million and ranks in Tuesday's top ten for total viewers, 16-39s, 18-49s and 25-54s.
- AFL on Seven: Friday Night Football delivers in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.
- Football on Seven: A League All Stars vs Manchester United 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 7:00-9:00am.

Seven wins in morning television.

- The Morning Show is up 50% on Mornings.

Live and As-Live Data

Week 29 Primetime Shares

ABC1:	12.5%
Seven:	18.1%
Nine:	23.7%
Ten:	11.2%
SBS1:	5.3%

ABC2:	2.5%
ABC3:	0.6%
ABC News 24:	0.9%
7TWO:	4.1%
7mate:	3.4%
GO!:	3.9%
Gem:	8.1%
One:	2.1%
Eleven:	2.9%
SBS2:	0.7%
NITV:	0.1%

Week 29 Combined Multiple Channels Primetime Shares

ABC1:	16.4%
Seven:	25.7%
Nine:	35.6%
Ten:	16.2%
SBS:	6.0%

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 29, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.1%	23.7%	11.2%	12.5%	5.3%
16-39s	16.7%	28.3%	14.3%	5.0%	4.1%
18-49s	17.3%	27.5%	13.6%	6.2%	4.6%
25-54s	17.6%	26.8%	13.2%	7.5%	4.9%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 29, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	25.7%	35.6%	16.2%	16.4%	6.0%
16-39s	23.5%	42.5%	20.4%	8.7%	5.0%
18-49s	24.2%	40.9%	19.5%	9.9%	5.5%
25-54s	24.6%	39.6%	19.0%	11.0%	5.8%

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 31% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#4
A Place To Call Home	#5	A Place To Call Home	#6
Sunday Night	#6	Sunday Night	#7
The Force	#7	The Force	#8
Border Security	#9		
16-39s		18-49s	
Seven News	#5	Seven News	#4
Sunday Night	#10	A Place To Call Home	#6
		The Force	#8
		Sunday Night	#9

- **Seven News** (1.475 million).
- **Sunday Night** (1.081 million) peaks at 1.596 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **The Force** (1.061 million) is up 33% on Masterchef, peaks at 1.513 million and ranks in Sunday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.
- **A Place To Call Home** (1.243 million) peaks at 1.581 million ranks in Sunday's top ten most-watched programmes for total viewers, 18-49s and 25-54s, and wins: up 105% on The Mentalist and up 93% on Elementary.

Monday

- Seven wins in morning television. The Morning Show is up 56% 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	#6
Today Tonight	#6	Home and Away	#9
Home and Away	#8	Today Tonight	#10
Highway Patrol	#9		
Border Security: International	#10		
16-39s		18-49s	
Home and Away	#6	Home and Away	#7
Highway Patrol	#9	Seven News	#9
Border Security: International	#10	Highway Patrol	#10

Tuesday

- 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 67% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Winners and Losers	#6
Today Tonight	#6	Seven News	#9
Home and Away	#8	Home and Away	#10

16-39s		18-49s	
Home and Away	#7	Winners and Losers	#5
Winners and Losers	#8	Home and Away	#8
How I Met Your Mother	#9		

- **Winners and Losers** (0.867 million) adds 27% on its lead-in, peaks at 1.078 million and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Wednesday

- 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. 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in morning television. The Morning Show is up 33% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Home and Away	#6
Today Tonight	#5	Seven News	#7
Home and Away	#6	Today Tonight	#8
		Pirates of the Caribbean	#10
16-39s		18-49s	
Home and Away	#3	Home and Away	#3
Pirates of the Caribbean	#7	Pirates of the Caribbean	#8
Today Tonight	#9	Seven News	#9
		Today Tonight	#10

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 18-49s and 25-54s.
 - Seven is up 11% on Nine and up 102% on Ten in total viewers.
 - Seven ties with Nine and is up 83% on Ten in 18-49s. Seven leads Nine and is up 79% on Ten in 25-54s.
- 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 55% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#4
Today Tonight	#5	Better Homes and Gardens	#5
Better Homes and Gardens	#6	Today Tonight	#7
16-39s		18-49s	
Seven News	#4	Seven News	#4
Better Homes and Gardens	#7	Better Homes and Gardens	#5
		Today Tonight	#7

- **AFL on Seven: Saturday Night Football** delivers in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 29 share in 16-39s, 25 share in 18-49s and 25 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 67% on Nine and up 76% on Ten in total viewers.
 - Seven is up 88% on Nine and up 51% on Ten in 16-39s. Seven is up 79% on Nine and up 63% on Ten in 18-49s. Seven is up 64% on Nine and up 66% 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 23% on Nine (Nine + Go + Gem) and up 74% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 10% on Nine and up 42% on Ten in 16-39s. Seven is up 16% on Nine and up 46% on Ten in 18-49s. Seven is up 14% on Nine and up 49% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 38% 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
Football on Seven	#7	Football on Seven	#3
		Football on Seven: Pre-Match	#5
16-39s		18-49s	
Football on Seven	#1	Seven News	#1
Seven News	#2	Football on Seven	#3
Football on Seven: Pre-Match	#4	Football on Seven: Pre-Match	#4
- **Seven News** (1.153 million). Seven News wins network – up 223,000 viewers on Nine News, a 24% audience advantage.
- **Football on Seven: The A League All Stars vs Manchester United** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 35 share in 16-39s, 34 share in 18-49s and 30 share in 25-54s.