

4 August 2014

Seven Network Ratings Report

Week 31: 27 July – 2 August 2014

Seven wins in primetime.

- Seven delivers in primetime in a week of major events.
- Seven is number 1 for total viewers on primary channels.
- Seven wins Wednesday, Thursday, Friday and Saturday in primetime on primary channels.



Seven scores in the most-watched programmes:

- The X Factor peaks at 1.370 million and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.339 million, wins its timeslot and ranks in Tuesday's top three most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.156 million, wins its timeslot and is one of Wednesday's top four most-watched programmes for 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.
- 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.

Seven wins in breakfast television.

- Sunrise is up 23% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 40% on Mornings in total viewers.

Seven is number 1 in 2014

- Seven is number 1 for total viewers in primetime on primary channels across the current television season.

Seven + 7TWO + 7mate is number 1 in 2014.

- 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.

Primetime audience demographics for primary channels

6:00pm-midnight Week 31, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.4%	17.9%	16.5%	11.8%	4.0%
16-39s	17.3%	19.2%	22.1%	4.4%	2.8%
18-49s	17.9%	19.2%	20.6%	5.5%	3.2%
25-54s	18.4%	19.8%	19.9%	6.5%	3.4%

Primetime audience demographics for digital channels

6:00pm-midnight Week 31, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.5%	2.5%	2.8%	3.0%
7mate	4.0%	5.9%	5.4%	5.1%
GO!	4.1%	5.6%	5.2%	4.8%
Gem	3.2%	2.8%	2.7%	2.6%
One:	8.0%	7.5%	8.1%	7.9%
Eleven	2.8%	4.8%	4.4%	3.9%
ABC2	2.5%	3.1%	2.9%	2.7%
ABC3	0.7%	0.4%	0.4%	0.4%
ABC News 24	0.9%	0.5%	0.7%	0.7%
SBS2	0.7%	1.1%	1.0%	0.9%
NITV	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 31, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	26.8%	25.2%	27.3%	15.8%	4.8%
16-39s	25.7%	27.6%	34.3%	8.4%	4.0%
18-49s	26.1%	27.0%	33.2%	9.4%	4.3%
25-54s	26.4%	27.2%	31.6%	10.3%	4.4%

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 25% on Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	The X Factor	#4
The X Factor	#5	Seven News	#7
Sunday Night	#9	Sunday Night	#8
16-39s		18-49s	
The X Factor	#5	The X Factor	#4
Sunday Night	#8	Sunday Night	#7
Seven News	#9	Seven News	#8

- **The X Factor** (1.155 million) peaks at 1.370 million and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in breakfast television. Sunrise is up 29% on Today.
- Seven wins in morning television. The Morning Show is up 40% on Mornings.

Tuesday

- Seven wins in breakfast television. Sunrise is up 13% on Today.
- Seven wins in morning television. The Morning Show is up 20% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#2	The X Factor	#3
Seven News	#4	Winners and Losers	#4
Seven News – Today Tonight	#5	Home and Away	#5
Home and Away	#7	Seven News	#9
		Seven News – Today Tonight	#10
16-39s		18-49s	
The X Factor	#3	The X Factor	#3
Home and Away	#4	Home and Away	#4
Winners and Losers	#6	Winners and Losers	#5

- **The X Factor** (1.107 million) peaks at 1.339 million, wins its timeslot and ranks in Tuesday's top three 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 17% on Nine and up 17% on Ten.
- Seven wins in breakfast television. Sunrise is up 15% 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	
Seven News	#2	The X Factor	#4
Seven News – Today Tonight	#4	Home and Away	#7
The X Factor	#6	Seven News	#8
Home and Away	#7	Seven News – Today Tonight	#9
16-39s		18-49s	
The X Factor	#4	The X Factor	#4
Home and Away	#8	Home and Away	#6
Criminal Minds	#10	Seven News	#9

- **The X Factor** (0.914 million) peaks at 1.156 million, wins its timeslot and is one of Wednesday's top four most-watched programmes for 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in primetime on primary channels. Seven is number 1 for total viewers: up 8% on Nine and up 42% on Ten.
- Seven wins in primetime on digital channels. 7mate is the most-watched digital channel for 16-39s.
- 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 19% on Nine (Nine + Go + Gem) and up 23% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 8% on Ten in 16-39s. Seven is up 5% on Nine and up 3% on Ten in 18-49s. Seven is up 3% on Nine and up 5% 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 84% on Mornings.
- Seven scores in the most-watched programmes:

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

- **AFL on Seven: Thursday Night Football** wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.

Friday

- Seven wins in primetime on primary channels. Seven is number 1 for total viewers: up 3% on Nine and up 32% on Ten.
- Seven wins in breakfast television. Sunrise is up 25% on Today.
- Seven wins in morning television. The Morning Show is up 24% on Mornings.
- Seven scores in the most-watched programmes:

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

- **AFL on Seven: Friday Night Football** wins in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.

Saturday

- Seven wins news.
- Seven win in primetime on primary channels.
 - Seven is number 1 for total viewers, 18-49s and 25-54s.
 - Seven is up 37% on Nine and up 21% on Ten in total viewers.
 - Seven is up 31% on Nine in 16-39s. Seven is up 38% on Nine and up 5% on Ten in 18-49s. Seven is up 30% on Nine and up 7% 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 17% on Nine (Nine + Go + Gem) and up 13% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 37% on Nine and up 4% on Ten in 16-39s. Seven is up 36% on Nine and up 6% on Ten in 18-49s. Seven is up 29% on Nine and up 6% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise is up 21% on Weekend Today across 7:00-10:00am.

- Seven scores in the most-watched programmes:

All People			25-54s	
Seven News	#1		Seven News	#2
			Pirates of the Caribbean	#8
16-39s			18-49s	
Seven News	#6		Seven News	#2
Pirates of the Caribbean	#7		Pirates of the Caribbean	#8

- **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 31 Primetime Shares

ABC1:	11.8%
Seven:	18.4%
Nine:	17.9%
Ten:	16.5%
SBS1:	4.0%

ABC2:	2.5%
ABC3:	0.7%
ABC News 24:	0.9%
7TWO:	4.5%
7mate:	4.0%
GO!:	4.1%
Gem:	3.2%
One:	8.0%
Eleven:	2.8%
SBS2:	0.7%
NITV:	0.1%

Week 31 Combined Multiple Channels Primetime Shares

ABC1:	15.8%
Seven:	26.8%
Nine:	25.2%
Ten:	27.3%
SBS:	4.8%

Oztag Data. Share data for ABC, 7, 9, 10 and SBS represent network (aggregate) figures.