

18 August 2014

## Seven Network Ratings Report

Week 33: 10 August – 16 August 2014

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

- The X Factor peaks at 1.442 million and is one of Sunday's top two most-watched programmes for 18-49s and one of the top three most-watched programmes for 16-39s and 25-54s.
- The X Factor peaks at 1.321 million and is one of Monday's top two most-watched programmes for 18-49s and 25-54s and one of the top three most-watched programmes for 16-39s.
- Border Security peaks at 1.154 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The Force peaks at 1.110 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Criminal Minds wins and ranks in Wednesday's top ten most-watched programmes for total viewers, 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.

### Seven wins in breakfast television.

- Sunrise is up 11% on Today in total viewers.

### Seven wins in morning television.

- The Morning Show is up 25% 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 33, 2014**

<b>Audience shares</b>	<b>Seven</b>	<b>Nine</b>	<b>Ten</b>	<b>ABC</b>	<b>SBS</b>
All People	20.4%	21.4%	12.0%	12.9%	4.1%
16-39s	20.5%	22.8%	16.3%	4.7%	3.0%
18-49s	20.2%	23.2%	15.4%	6.2%	3.4%
25-54s	20.5%	23.5%	14.4%	7.5%	3.6%

**Primetime audience demographics for digital channels**

**6:00pm-midnight Week 33, 2014**

<b>Audience shares</b>	<b>Total</b>	<b>16-39s</b>	<b>18-49s</b>	<b>25-54s</b>
7TWO	5.0%	2.4%	3.0%	3.4%
7mate	4.2%	5.9%	5.6%	5.4%
GO!	5.0%	7.2%	6.4%	5.9%
Gem	3.6%	2.6%	2.7%	2.8%
One:	2.7%	3.2%	3.2%	3.2%
Eleven	3.1%	5.0%	4.6%	4.1%
ABC2	2.9%	3.8%	3.4%	3.1%
ABC3	0.7%	0.6%	0.5%	0.4%
ABC News 24	1.1%	0.6%	0.9%	0.9%
SBS2	0.9%	1.3%	1.3%	1.2%
NITV	0.1%	0.1%	0.1%	0.1%

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

**6:00pm-midnight Week 33, 2014**

<b>Audience shares</b>	<b>Seven</b>	<b>Nine</b>	<b>Ten</b>	<b>ABC</b>	<b>SBS</b>
All People	29.6%	30.0%	17.7%	17.6%	5.2%
16-39s	28.8%	32.7%	24.5%	9.7%	4.4%
18-49s	28.8%	32.3%	23.2%	10.9%	4.8%
25-54s	29.2%	32.2%	21.7%	12.0%	4.9%

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 primetime on combined audiences.
  - Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers.
  - Seven + 7TWO + 7mate leads Nine + Go + Gem and is up 94% on Ten + One + Eleven in 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. Weekend Sunrise is up 22% on Weekend Today in total viewers.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	The X Factor	#3
The X Factor	#4	Seven News	#5
		Highway Patrol	#9
<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#3	The X Factor	#2
Seven News	#7	Seven News	#7
		Highway Patrol	#9

- **The X Factor** (1.147 million) peaks at 1.442 million and is one of Sunday's top two most-watched programmes for 18-49s and one of the top three most-watched programmes for 16-39s and 25-54s.

### Monday

- Seven wins in breakfast television. Sunrise is up 10% on Today.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers in primetime.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
The X Factor	#4	The X Factor	#2
Seven News	#5	Home and Away	#5
Seven News – Today Tonight	#6	Seven News – Today Tonight	#8
Home and Away	#8	The Amazing Race	#9
		Seven News	#10
<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#3	The X Factor	#2
Home and Away	#4	Home and Away	#4
The Amazing Race	#5	The Amazing Race	#6
		Seven News – Today Tonight	#9

- **The X Factor** (1.104 million) peaks at 1.321 million and is one of Monday's top two most-watched programmes for 18-49s and 25-54s and one of the top three most-watched programmes for 16-39s.

## Tuesday

- Seven wins in breakfast television. Sunrise is up 12% on Today.
- Seven wins in morning television. The Morning Show is up 23% on Mornings.

## Wednesday

- 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 73% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Border Security	#5
Seven News – Today Tonight	#6	The Force	#6
Border Security	#7	Home and Away	#9
The Force	#8	Criminal Minds	#10
Home and Away	#9		
Criminal Minds	#10		
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#3	Border Security	#3
Border Security	#4	The Force	#5
The Force	#5	Home and Away	#9
		Criminal Minds	#10

- **Border Security** (0.975 million) peaks at 1.154 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **The Force** (0.958 million) peaks at 1.110 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Criminal Minds** (0.837 million) wins and ranks in Wednesday's top ten most-watched programmes for total viewers, 18-49s and 25-54s

## Thursday

- Seven wins in breakfast television. Sunrise is up 13% on Today.
- Seven wins in morning television. The Morning Show is up 59% on Mornings.
- 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.

## 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 15% on Nine and up 130% on Ten in total viewers.
  - Seven is up 10% on Nine and up 62% on Ten in 16-39s. Seven is up 7% on Nine and up 65% on Ten in 18-49s. Seven is up 5% on Nine and up 79% 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.
  - Seven + 7TWO + 7mate is up 7% on Nine + Go + Gem and up 108% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 16% on Today in total viewers.
- Seven wins in morning television. The Morning Show is up 27% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#5
Better Homes and Gardens	#6	Better Homes and Gardens	#7
<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#6	Better Homes and Gardens	#6
Seven News	#9	Seven News	#7
Seven News – Today Tonight	#10	Seven News – Today Tonight	#9
- **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, 36 share in 16-39s, 33 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 27% on Nine and up 97% on Ten in total viewers.
  - Seven is up 37% on Nine and up 37% on Ten in 16-39s. Seven is up 19% on Nine and up 75% on Ten in 18-49s. Seven is up 15% on Nine and up 87% 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 23% on Nine (Nine + Go + Gem) and up 94% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 38% on Nine and up 85% on Ten in 16-39s. Seven is up 26% on Nine and up 69% on Ten in 18-49s. Seven is up 23% on Nine and up 80% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 30% on Weekend Today in total viewers.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#1
Aladdin	#10	Aladdin	#7
		AFL on Seven	#10
<b>16-39s</b>		<b>18-49s</b>	
Aladdin	#1	Aladdin	#3
Seven News	#7	Seven News	#6
AFL on Seven: Post-Match	#8	AFL on Seven: Post-Match	#9
Pirates of the Caribbean	#10	AFL on Seven	#10

- **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, 28 share in 16-39s, 29 share in 18-49s and 31 share in 25-54s.

#### Live and As-Live Data

##### Week 33 Primetime Shares

ABC1:	12.9%
Seven:	20.4%
Nine:	21.4%
Ten:	12.0%
SBS1:	4.1%

ABC2:	2.9%
ABC3:	0.7%
ABC News 24:	1.1%
7TWO:	5.0%
7mate:	4.2%
GO!:	5.0%
Gem:	3.6%
One:	2.7%
Eleven:	3.1%
SBS2:	0.9%
NITV:	0.1%

##### Week 33 Combined Multiple Channels Primetime Shares

ABC1:	17.6%
Seven:	29.6%
Nine:	30.0%
Ten:	17.7%
SBS:	5.2%

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