

2 September 2013

Seven Network Ratings Report

Week 35: 25 August – 31 August 2013

Seven wins in news and public affairs.

- Seven News leads Nine News.
- Today Tonight leads A Current Affair.

Seven wins in primetime on primary channels.

- The X Factor is Australia's most-watched programme.
- Seven is number 1 for total viewers for total viewers, 16-39s, 18-49s and 25-54s in the latest survey week.
- Seven is up 19% on Nine and up 92% on Ten in total viewers.
- Seven is up 7% on Nine and up 46% on Ten in 16-39s. Seven is up 11% on Nine and up 57% on Ten in 18-49s. Seven is up 11% on Nine and up 66% on Ten in 25-54s.
- Seven wins primetime on Sunday, Monday, Tuesday, Wednesday, Friday and Saturday on primary channels.
- Seven wins primetime on Monday, Tuesday, Wednesday and Saturday on digital channels.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers, 18-49s and 25-54s on the combined audiences of all multiple channels.
- Seven (Seven + 7TWO + 7mate) is up 16% on Nine (Nine + Go + Gem) and up 80% on Ten (Ten + One + Eleven) in total viewers.
- Seven is up 37% on Ten in 16-39s. Seven is up 6% on Nine and up 47% on Ten in 18-49s. Seven is up 7% on Nine and up 53% on Ten in 25-54s.
- Seven + 7TWO + 7mate wins primetime on Sunday, Monday, Tuesday, Wednesday, Friday and Saturday on the combined audiences of all channels.

Seven wins in breakfast television.

- Sunrise is up 13% on Today in total viewers across 6:00-9:00am.

Seven wins in morning television.

- The Morning Show is up 32% on Mornings.



Seven dominates the most-watched programmes.

- The X Factor peaks at 1.904 million dominates in total viewers and all key audiences and is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Bones wins in total viewers, 16-39s, 18-49s and 25-54s.
- Castle wins in total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.753 million, dominates in total viewers and all key audiences and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Mr Selfridge ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Cosentino peaks at 1.280 million, wins its timeslot and ranks in Tuesday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Winners and Losers peaks at 1.283 million and wins in total viewers, 16-39s, 18-49s and 25-54s.
- SlideShow peaks at 1.226 million, wins in total viewers and ranks in Wednesday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Dynamo: Magician Impossible peaks at 1.153 million, wins in total viewers and ranks in Thursday's top ten programmes 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.

Seven is number 1 in 2013.

- Seven is number 1 for total viewers in primetime across the current television season.
- 7TWO is the most-watched digital channel for total viewers across the current television season.
- 7mate is the most-watched digital channel in its men 16-54 target audience 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.

Live and As-Live Data

Week 35 Primetime Shares

ABC1:	14.3%
Seven:	22.7%
Nine:	19.1%
Ten:	11.8%
SBS1:	4.1%

ABC2:	3.0%
ABC3:	0.8%
ABC News 24:	1.5%
7TWO:	4.2%
7mate:	4.3%
GO!:	4.7%
Gem:	3.0%
One:	2.5%
Eleven:	3.1%
SBS2:	0.7%
NITV:	0.1%

Week 35 Combined Multiple Channels Primetime Shares

ABC1:	19.6%
Seven:	31.2%
Nine:	26.9%
Ten:	17.4%
SBS:	4.9%

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 35, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.7%	19.1%	11.8%	14.3%	4.1%
16-39s	23.4%	21.8%	15.9%	6.1%	2.8%
18-49s	23.6%	21.3%	15.0%	7.5%	3.1%
25-54s	23.6%	21.2%	14.2%	8.6%	3.4%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 35, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.2%	26.9%	17.4%	19.6%	4.9%
16-39s	31.2%	31.3%	22.6%	11.0%	3.9%
18-49s	31.8%	30.1%	21.6%	12.3%	4.2%
25-54s	31.8%	29.7%	20.8%	13.3%	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 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 157% on Ten in total viewers.
 - Seven is up 29% on Nine and up 98% on Ten in 16-39s. Seven is up 30% on Nine and up 114% on Ten in 18-49s. Seven is up 28% on Nine and up 133% 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 14% on Nine (Nine + Go + Gem) and up 119% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 7% on Nine and up 67% on Ten in 16-39s. Seven is up 10% on Nine and up 80% on Ten in 18-49s. Seven is up 13% on Nine and up 96% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 23% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#1	The X Factor	#1
Seven News	#3	Bones	#4
Bones	#6	Seven News	#6
Castle	#8	Castle	#9
16-39s		18-49s	
The X Factor	#1	The X Factor	#1
Bones	#3	Bones	#3
Seven News	#7	Seven News	#6
Castle	#8	Castle	#9

- **Seven News** (1.344 million). Seven News wins network.
- **The X Factor** (1.540 million) peaks at 1.904 million, dominates in total viewers, 16-39s, 18-49s and 25-54s and is Sunday's number one most-watched programme for 16-39s, 18-49s and 25-54s – 28 share in total viewers, 30 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- **Bones** (0.938 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.
- **Castle** (0.705 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers.

Monday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 13% on Nine and up 90% on Ten.
- 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.
 - Seven + 7TWO + 7mate is up 18% on Nine + Go + Gem and up 72% on Ten + One + Eleven in total viewers.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#1	The X Factor	#1
Seven News	#2	Seven News	#6
Today Tonight	#4	Home and Away	#7
Home and Away	#6	Today Tonight	#8
		Mr Selfridge	#10
16-39s		18-49s	
The X Factor	#1	The X Factor	#1
Home and Away	#5	Home and Away	#5
Seven News	#7	Seven News	#6
Today Tonight	#9	Today Tonight	#8
Mr Selfridge	#10	Mr Selfridge	#10

- **Seven News** (1.324 million). Seven News wins network – up 61,000 viewers on Nine News, a 5% audience advantage.
- **Today Tonight** (1.166 million). Today Tonight wins network – up 136,000 viewers on A Current Affair, a 13% audience advantage.
- **Home and Away** (1.000 million) wins.
- **The X Factor** (1.424 million) peaks at 1.753 million, dominates its timeslot in total viewers, 16-39s, 18-49s and 25-54s, and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 27 share in 16-39s, 28 share in 18-49s and 29 share in 25-54s.
- **Mr Selfridge** (0.761 million) ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 18-49s and 25-54s.
 - Seven is up 12% on Nine and up 50% on Ten in total viewers.
 - Seven is up 4% on Nine and up 23% on Ten in 18-49s. Seven is up 5% on Nine and up 27% 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, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 12% on Nine (Nine + Go + Gem) and up 46% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 8% on Nine and up 23% on Ten in 18-49s. Seven is up 7% on Nine and up 24% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 14% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Winners and Losers	#1
Cosentino	#4	Cosentino	#5
Winners and Losers	#5	Seven News	#6
Home and Away	#6	Home and Away	#8
Today Tonight	#7		
16-39s		18-49s	
Winners and Losers	#2	Winners and Losers	#1
Home and Away	#5	Home and Away	#5
Cosentino	#7	Cosentino	#6
		Seven News	#10
- **Seven News** (1.190 million).
- **Home and Away** (0.975 million) wins.
- **Cosentino** (1.018 million) peaks at 1.280 million, wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Winners and Losers** (0.996 million) peaks at 1.283 million wins in total viewers and all key audience demographics, and is Tuesday's number one most-watched programme for 18-49s and 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers and 25-54s.
 - Seven is up 16% on Nine and up 35% on Ten in total viewers.
 - Seven is up 12% on Nine in 18-49s. Seven is up 13% on Nine and up 7% 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, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 16% on Nine (Nine + Go + Gem) and up 39% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 2% on Nine in 16-39s. Seven is up 16% on Nine and up 13% on Ten in 18-49s. Seven is up 17% on Nine and up 19% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 21% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 37% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	SlideShow	#4
Today Tonight	#4	Seven News	#5
SlideShow	#6	Home and Away	#7
Home and Away	#8	Today Tonight	#8
16-39s		18-49s	
Home and Away	#4	SlideShow	#3
SlideShow	#5	Home and Away	#4
Today Tonight	#7	Seven News	#7
Seven News	#10	Today Tonight	#8

- **Seven News** (1.195 million). Seven News wins network – up 41,000 viewers on Nine News, a 4% audience advantage.
- **Today Tonight** (0.958 million). Today Tonight wins network.
- **Home and Away** (0.904 million) wins.
- **SlideShow** (0.935 million) peaks at 1.226 million, wins its timeslot and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise is up 28% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 50% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Home and Away	#3
Dynamo	#3	Dynamo	#4
Today Tonight	#5	Seven News	#5
Home and Away	#6	Today Tonight	#9
16-39s		18-49s	
Dynamo	#2	Home and Away	#2
Home and Away	#4	Dynamo	#3
Seven News	#6	Seven News	#5
Please Marry My Boy	#7	Today Tonight	#10
Today Tonight	#10		

- **Seven News** (1.160 million). Seven News wins network.
- **Home and Away** (0.938 million) wins .
- **Dynamo: Magician Impossible** (0.968 million) peaks at 1.153 million, wins its timeslot and ranks in Thursday's top ten most-watched programmes for total viewers, 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 14% on Nine and up 160% on Ten in total viewers.
 - Seven is up 7% on Nine and up 108% on Ten in 16-39s. Seven is up 11% on Nine and up 118% on Ten in 18-49s. Seven is up 11% on Nine and up 135% 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 22% on Nine (Nine + Go + Gem) and up 121% on Ten (Ten + One + Eleven) in total viewers.
 - Seven ties with Nine and is up 61% on Ten in 16-39s. Seven is up 10% on Nine and up 79% on Ten in 18-49s. Seven is up 12% on Nine and up 88% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 19% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 57% on Mornings.

- Seven scores in the most-watched programmes:

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

- Seven News** (1.023 million). Seven News wins network – up 24,000 viewers on Nine News, a 2% audience advantage.
- AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 31 share in total viewers, 35 share in 16-39s, 35 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 81% on Nine and up 201% on Ten in total viewers.
 - Seven is up 58% on Nine and up 154% on Ten in 16-39s. Seven is up 66% on Nine and up 180% on Ten in 18-49s. Seven is up 68% on Nine and up 189% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers 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 51% on Nine (Nine + Go + Gem) and up 178% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 30% on Nine and up 133% on Ten in 16-39s. Seven is up 38% on Nine and up 147% on Ten in 18-49s. Seven is up 49% on Nine and up 152% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 26% 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
The Smurfs	#7	The Smurfs	#5
AFL on Seven	#9	AFL on Seven	#6
		Con Air	#7
		Weekend Sunrise	#8
		Weekend Sunrise – Late	#9

16-39s		18-49s	
Seven News	#1	Seven News	#1
The Smurfs	#4	The Smurfs	#4
Con Air	#5	AFL on Seven	#6
AFL on Seven	#8	Con Air	#7
		AFL on Seven: Post-Match	#9
		Weekend Sunrise	#10

- **Seven News** (1.028 million). Seven News wins network – up 135,000 viewers on Nine News, a 15% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 29 share in total viewers, 29 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.