

9 September 2013

## Seven Network Ratings Report

Week 36: 1 September – 7 September 2013



### Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers for total viewers, 18-49s and 25-54s in the latest survey week.
- Seven is up 11% on Nine and up 94% on Ten in total viewers.
- Seven leads Nine and is up 50% on Ten in 18-49s. Seven leads Nine and is up 59% on Ten in 25-54s.
- Seven wins primetime on Sunday, Monday, Tuesday, Wednesday, Friday and Saturday on primary channels. Seven wins primetime on Monday and Wednesday 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 on the combined audiences of all multiple channels.
- Seven + 7TWO + 7mate is up 10% on Nine + Go + Gem and up 82% on Ten + One + Eleven in total viewers.
- Seven + 7TWO + 7mate wins primetime on Sunday, Monday, Tuesday, Wednesday and Saturday on the combined audiences of all channels.

### Seven wins in breakfast television.

- Sunrise is up 16% on Today in total viewers across 6:00-9:00am.

### Seven wins in morning television.

- The Morning Show is up 61% on Mornings.

### Seven dominates the most-watched programmes.

- The X Factor peaks at 1.726 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 1.695 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 wins and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Border Security peaks at 1.277 million and wins. The Force peaks at 1.409 million and wins.
- Winners and Losers peaks at 1.225 million and is Tuesday's number one most-watched programme for 16-39s, 18-49s and 25-54s.

- SlideShow peaks at 1.139 million and ranks in Wednesday's top ten most-watched programmes for 16-39s and 18-49s.
- Dynamo: Magician Impossible peaks at 1.114 million, wins in total viewers and is one of Thursday's top two most-watched programmes for 16-39s and 18-49s.
- AFL on Seven: Friday Night Football: The Finals Series dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets.
- AFL on Seven: Saturday Night Football: The Finals Series 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 36 Primetime Shares**

ABC1:	14.8%
Seven:	22.0%
Nine:	19.8%
Ten:	11.4%
SBS1:	3.8%

ABC2:	2.8%
ABC3:	0.8%
ABC News 24:	2.4%
7TWO:	4.2%
7mate:	4.2%
GO!:	4.8%
Gem:	2.9%
One:	2.3%
Eleven:	3.0%
SBS2:	0.6%
NITV:	0.1%

**Week 36 Combined Multiple Channels Primetime Shares**

ABC1:	20.8%
Seven:	30.4%
Nine:	27.5%
Ten:	16.7%
SBS:	4.6%

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

## Primetime audience demographics for primary channels

6:00pm-midnight Week 36, 2013					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.0%	19.8%	11.4%	14.8%	3.8%
16-39s	21.1%	21.8%	15.8%	8.1%	2.4%
18-49s	21.8%	21.7%	14.5%	9.2%	2.9%
25-54s	21.9%	21.8%	13.8%	10.2%	3.1%

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

6:00pm-midnight Week 36, 2013					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	30.4%	27.5%	16.7%	20.8%	4.6%
16-39s	29.6%	30.9%	22.4%	13.8%	3.3%
18-49s	30.2%	30.3%	20.9%	14.7%	3.8%
25-54s	30.2%	30.3%	20.0%	15.5%	4.1%

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 26% on Nine and up 84% on Ten in total viewers.
  - Seven is up 32% on Nine and up 21% on Ten in 16-39s. Seven is up 31% on Nine and up 42% on Ten in 18-49s. Seven is up 25% on Nine and up 57% 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 12% on Nine (Nine + Go + Gem) and up 77% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 9% on Nine and up 17% on Ten in 16-39s. Seven is up 10% on Nine and up 42% on Ten in 18-49s. Seven is up 6% on Nine and up 48% 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	
The X Factor	#1	The X Factor	#1
Seven News	#2	Bones	#7
Bones	#6	Seven News	#8
		Castle	#9
16-39s		18-49s	
The X Factor	#3	The X Factor	#1
Bones	#4	Bones	#6
Seven News	#8	Seven News	#8
Castle	#10	Castle	#9

- **Seven News** (1.306 million). Seven News wins network – up 31,000 viewers on Nine News, a 2% audience advantage.
- **The X Factor** (1.379 million) peaks at 1.726 million, dominates in total viewers, 16-39s, 18-49s and 25-54s and is Sunday's number one most-watched programme for total viewers, 18-49s and 25-54s – 27 share in total viewers, 28 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.
- **Bones** (0.875million) wins and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Castle** (0.671 million) wins and ranks in Sunday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

## Monday

- 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 20% on Nine and up 106% on Ten in total viewers.
  - Seven is up 44% on Ten in 16-39s. Seven is up 75% on Ten in 18-49s. Seven leads Nine and is up 80% on Ten in 25-54s.
- 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, 18-49s and 25-54s.
  - Seven (Seven + 7TWO + 7mate) is up 23% on Nine (Nine + Go + Gem) and up 87% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 38% on Ten in 16-39s. Seven leads Nine and is up 56% on Ten in 18-49s. Seven leads Nine and is up 57% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 11% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 28% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
The X Factor	#1	The X Factor	#1
Seven News	#3	Seven News	#5
Today Tonight	#4	Home and Away	#6
		Today Tonight	#8
		Mr Selfridge	#9
<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#1	The X Factor	#1
Home and Away	#4	Home and Away	#4
Today Tonight	#8	Today Tonight	#6
Mr Selfridge	#9	Seven News	#8
Seven News	#10	Mr Selfridge	#9

- **Seven News** (1.232 million).
- **Today Tonight** (1.082 million). Today Tonight wins network.
- **The X Factor** (1.393 million) peaks at 1.695 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 – 28 share in total viewers, 28 share in 16-39s, 30 share in 18-49s and 29 share in 25-54s.
- **Mr Selfridge** (0.702 million) wins its timeslot and 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 and 25-54s.
  - Seven is up 23% on Nine and up 60% on Ten in total viewers.
  - Seven is up 5% on Ten in 16-39s. Seven is up 17% on Ten in 18-49s. Seven is up 8% on Nine and up 28% 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, 18-49s and 25-54s.
  - Seven (Seven + 7TWO + 7mate) is up 18% on Nine (Nine + Go + Gem) and up 55% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 15% on Ten in 16-39s. Seven leads Nine and is up 20% on Ten in 18-49s. Seven is up 6% on Nine and up 27% on Ten in 25-54s.
- 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 42% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Winners and Losers	#1
The Force	#3	The Force	#2
Border Security	#4	Border Security	#3
Winners and Losers	#6	Home and Away	#7
Today Tonight	#7	Seven News	#8
Home and Away	#9		
<b>16-39s</b>		<b>18-49s</b>	
Winners and Losers	#1	Winners and Losers	#1
The Force	#3	The Force	#2
Home and Away	#8	Border Security	#5
Border Security	#10	Home and away	#7

- **Seven News** (1.182 million).
- **Border Security** (1.092 million) wins its timeslot, peaks at 1.277 million and ranks in Tuesday's top ten most-watched programmes.
- **The Force** (1.127 million) peaks at 1.409 million and ranks only behind Winners and Losers as Tuesday's most-watched programme for 18-49s and 25-54s.
- **Winners and Losers** (1.001 million) wins, peaks at 1.225 million and is Tuesday's most-watched programme for 16-39s, 18-49s and 25-54s – 26 share in 16-39s. 26 share in 18-49s and 26 share in 25-54s.

## Wednesday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 7% on Nine and up 60% on Ten.
- 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 10% on Nine (Nine + Go + Gem) and up 59% on Ten (Ten + One + Eleven) in total viewers.
  - Seven leads Nine and is up 18% on Ten in 18-49s. Seven leads Nine and is up 25% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 24% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 82% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News	#5
Today Tonight	#5	Home and Away	#7
Home and Away	#6	Today Tonight	#10

<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#5	Home and Away	#6
Seven News	#8	Seven News	#8
SlideShow	#10	SlideShow	#9

- **Seven News** (1.183 million).
- **Today Tonight** (1.035 million).
- **SlideShow** (0.830 million) peaks at 1.139 million and ranks in Wednesday's top ten most-watched programmes for 16-39s and 18-49s.

## Thursday

- Seven wins in public affairs.
- Seven wins in breakfast television. Sunrise is up 12% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 96% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Dynamo	#4
Today Tonight	#3	Home and Away	#6
Dynamo	#5	Seven News	#7
Home and Away	#7	Today Tonight	#10

<b>16-39s</b>		<b>18-49s</b>	
Dynamo	#2	Dynamo	#2
Home and Away	#4	Home and Away	#4
Seven News	#8	Seven News	#7

- **Seven News** (1.192 million).
- **Today Tonight** (0.994 million). Today Tonight wins network – up 43,000 viewers on A Current Affair, a 5% audience advantage.
- **Dynamo: Magician Impossible** (0.938 million) peaks at 1.114 million and is one of Thursday's top two most-watched programmes for 16-39s and 18-49s.

## Friday

- 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 9% on Nine + Go + Gem and up 129% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven wins in breakfast television. Sunrise is up 22% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 76% on Mornings.
- Seven scores in the most-watched programmes:

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

- **AFL on Seven: Friday Night Football: The Finals Series** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 37 share in total viewers, 45 share in 16-39s, 43 share in 18-49s and 42 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 216% on Ten in total viewers.
  - Seven is up 19% on Nine and up 134% on Ten in 16-39s. Seven is up 27% on Nine and up 134% on Ten in 18-49s. Seven is up 42% on Nine and up 176% 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 16% on Nine (Nine + Go + Gem) and up 146% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 12% on Nine and up 100% on Ten in 16-39s. Seven is up 17% on Nine and up 94% on Ten in 18-49s. Seven is up 21% on Nine and up 99% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 24% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#1
AFL on Seven: Afternoon	#3	AFL on Seven: Primetime	#4
AFL on Seven: Primetime	#5	AFL on Seven: Afternoon	#5
Seven News Special: Day	#7	AFL on Seven: Post-Match	#7
AFL on Seven: Pre-Match	#9	AFL on Seven: Pre-Match	#9
AFL on Seven: Post-Match	#10		
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven: Primetime	#2	Seven News	#1
Seven News	#4	AFL on Seven: Primetime	#3
AFL on Seven: Afternoon	#5	AFL on Seven: Afternoon	#4
AFL on Seven: Post-Match	#6	AFL on Seven: Post-Match	#7
AFL on Seven: Pre-Match	#10	AFL on Seven: Pre-Match	#10

- **Seven News** (1.006 million). Seven News wins network – up 122,000 viewers on Nine News, a 14% audience advantage.
- **AFL on Seven: Saturday Night Football: The Finals Series** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets – 34 share in total viewers, 36 share in 16-39s, 33 share in 18-49s and 34 share in 25-54s.