

16 September 2013

Seven Network Ratings Report

Week 37: 8 September – 14 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 12% on Nine and up 116% on Ten in total viewers.
- Seven is up 48% on Ten in 16-39s. Seven is up 3% on Nine and up 68% on Ten in 18-49s. Seven is up 2% on Nine and up 77% on Ten in 25-54s.
- Seven wins primetime on Sunday, Monday, Tuesday, Wednesday, Friday and Saturday on primary channels.

Seven wins in primetime on digital channels.

- 7mate is the number 1 digital channel for total viewers, 16-39s, 18-49s and 25-54s.
- 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 and 25-54s on the combined audiences of all multiple channels.
- Seven + 7TWO + 7mate is up 10% on Nine + Go + Gem and up 92% on Ten + One + Eleven in total viewers.
- 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 17% on Today in total viewers across 6:00-9:00am.

Seven wins in morning television.

- The Morning Show is up 59% on Mornings.

Seven dominates the most-watched programmes.

- The X Factor peaks at 1.953 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.
- Sunday Night dominates in total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.721 million, dominates its timeslot and is Monday's number one most-watched programme for 16-39s, 18-49s and 25-54s.
- Border Security peaks at 1.238 million and wins. The Force peaks at 1.376 million and wins.

- Winners and Losers peaks at 1.256 million, wins in total viewers, 16-39s, 18-49s and 25-54s and is Tuesday's number one most-watched programme for 25-54s and one of the top two most-watched programmes for 16-39s and 18-49s.
- SlideShow peaks at 1.172 million and ranks in Wednesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- 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 37 Primetime Shares

ABC1:	14.0%
Seven:	22.9%
Nine:	20.5%
Ten:	10.6%
SBS1:	4.1%

ABC2:	2.9%
ABC3:	0.8%
ABC News 24:	1.3%
7TWO:	3.9%
7mate:	4.6%
GO!:	4.4%
Gem:	3.4%
One:	2.6%
Eleven:	3.1%
SBS2:	0.8%
NITV:	0.1%

Week 37 Combined Multiple Channels Primetime Shares

ABC1:	19.0%
Seven:	31.3%
Nine:	28.3%
Ten:	16.3%
SBS:	5.0%

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 37, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.9%	20.5%	10.6%	14.0%	4.1%
16-39s	22.7%	22.6%	15.3%	6.3%	2.7%
18-49s	23.2%	22.5%	13.9%	7.7%	3.1%
25-54s	23.0%	22.5%	13.0%	8.7%	3.2%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 37, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.3%	28.3%	16.3%	19.0%	5.0%
16-39s	30.3%	32.1%	22.5%	11.1%	4.0%
18-49s	31.2%	31.3%	21.0%	12.2%	4.3%
25-54s	31.2%	31.2%	20.1%	13.1%	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 36% on Nine and up 165% on Ten in total viewers.
 - Seven is up 49% on Nine and up 51% on Ten in 16-39s. Seven is up 49% on Nine and up 90% on Ten in 18-49s. Seven is up 35% on Nine and up 102% on Ten in 25-54s.
- 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 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 119% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 25% on Nine and up 34% on Ten in 16-39s. Seven is up 27% on Nine and up 63% on Ten in 18-49s. Seven is up 20% on Nine and up 71% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 44% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	The X Factor	#1
The X Factor	#2	Seven News	#2
Sunday Night	#5	Sunday Night	#4
AFL on Seven	#9	Castle	#9

16-39s		18-49s	
The X Factor	#1	The X Factor	#1
Sunday Night	#3	Seven News	#2
Seven News	#4	Sunday Night	#3
Castle	#10	Castle	#10

- **Seven News** (1.584 million). Seven News wins network – up 241,000 viewers on Nine News, an 18% audience advantage.
- **The X Factor** (1.556 million) peaks at 1.953 million, dominates in total viewers, 16-39s, 18-49s and 25-54s and is Sunday's number one most-watched programme for total 16-39s, 18-49s and 25-54s – 29 share in total viewers, 30 share in 16-39s, 32 share in 18-49s and 31 share in 25-54s.
- **Sunday Night** (1.081 million) dominates in total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 26 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.
- **Castle** (0.628 million) ranks in Sunday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 14% on Nine and up 105% on Ten.
- 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.
 - Seven + 7TWO + 7mate is up 10% on Nine + Go + Gem and up 72% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 37% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 72% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#2	The X Factor	#1
Seven News	#3	Seven News	#4
Today Tonight	#5	Home and Away	#6
Home and Away	#9	Today Tonight	#9
16-39s		18-49s	
The X Factor	#1	The X Factor	#1
Home and Away	#4	Home and Away	#4
Seven News	#9	Seven News	#8
Mr Selfridge	#10	Today Tonight	#10

- **The X Factor** (1.316 million) peaks at 1.721 million, dominates its timeslot and is Monday's number one most-watched programme for 16-39s, 18-49s and 25-54s – 26 share in total viewers, 27 share in 18-49s and 26 share in 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers and 25-54s.
 - Seven is up 21% on Nine and up 56% on Ten in total viewers. Seven is up 5% on Nine and up 32% 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 and 18-49s.
- 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 21% on Nine (Nine + Go + Gem) and up 49% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 2% on Nine and up 19% on Ten in 18-49s. Seven is up 6% on Nine and up 24% 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 41% on Mornings.
- Seven scores in the most-watched programmes:

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

- **Border Security** (1.073 million) peaks at 1.238 million, wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **The Force** (1.138 million) peaks at 1.376 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** (0.989 million) peaks at 1.256 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Tuesday's number one most-watched programme for 25-54s – 26 share in 16-39s, 25 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, 16-39s, 18-49s and 25-54s.
 - Seven is up 13% on Nine and up 76% on Ten in total viewers.
 - Seven is up 7% on Nine and up 15% on Ten in 16-39s. Seven is up 9% on Nine and up 27% on Ten in 18-49s. Seven is up 6% on Nine and up 31% 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 15% on Nine (Nine + Go + Gem) and up 62% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 5% on Nine and up 13% on Ten in 16-39s. Seven is up 12% on Nine and up 24% on Ten in 18-49s. Seven is up 13% on Nine and up 30% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 15% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 56% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	SlideShow	#5
Today Tonight	#5	Home and Away	#8
Home and Away	#8	Malcolm Naden	#9
SlideShow	#9	Seven News	#10
16-39s		18-49s	
Home and Away	#4	SlideShow	#4
SlideShow	#5	Malcolm Naden	#6
Malcolm Naden	#7	Home and Away	#8
- **SlideShow** (0.868 million) peaks at 1.172 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Malcolm Naden – Australia's Most Hunted** (0.709 million) ranks in Wednesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in news. Seven wins in public affairs.
- 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 88% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Home and Away	#4
Today Tonight	#3	Seven News	#5
Home and Away	#6	Today Tonight	#6
Dynamo	#9	Dynamo	#8
16-39s		18-49s	
Home and Away	#3	Home and Away	#3
Dynamo	#4	Dynamo	#5
Seven News	#7	Seven News	#6
Today Tonight	#8	Today Tonight	#7
Please Marry My Boy	#9		

- Seven News** (1.191 million).
- Today Tonight** (0.990 million).
- Dynamo: Magician Impossible** (0.778 million) ranks in Thursday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 7% on Nine and up 223% on Ten.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 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 3% on Nine + Go + Gem and up 164% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 10% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 52% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	AFL on Seven	#3
Better Homes and Gardens	#6	Seven News	#6
Today Tonight	#8	Better Homes and Gardens	#7
AFL on Seven	#9	Today Tonight	#9
16-39s		18-49s	
AFL on Seven	#3	AFL on Seven	#3
Better Homes and Gardens	#4	Better Homes and Gardens	#6
Seven News	#8	Seven News	#8
Today Tonight	#10	Today Tonight	#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 – 42 share in total viewers, 47 share in 16-39s, 45 share in 18-49s and 44 share in 25-54s.

Saturday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 18-49s and 25-54s.
 - Seven is up 3% on Nine and up 214% on Ten in total viewers.
 - Seven is up 153% on Ten in 16-39s. Seven ties with Nine and is up 173% on Ten in 18-49s. Seven ties with Nine and up 179% 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 14% on Nine (Nine + Go + Gem) and up 176% on Ten (Ten + One + Eleven) in total viewers.
- Seven wins in breakfast television. Weekend Sunrise is up 28% on Weekend Today in total viewers across 7:00-10:00am.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	AFL on Seven	#3
AFL on Seven	#3	Seven News	#4
		AFL on Seven: Pre-Match	#7
		Weekend Sunrise	#9
		AFL on Seven: Post-Match	#10
16-39s		18-49s	
AFL on Seven	#3	AFL on Seven	#2
Seven News	#6	Seven News	#4
AFL on Seven: Pre-Match	#8	AFL on Seven: Pre-Match	#7
Role Models	#10	AFL on Seven: Post-Match	#8
		Weekend Sunrise	#10

- **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 – 30 share in total viewers, 32 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.