

6 October 2014

## **Seven Network Ratings Report**

**Week 40: 28 September – 4 October 2014**

### **Seven wins in primetime on primary channels.**

- Seven is number 1 for 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 16-39s, 18-49s and 25-54s.

### **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 wins in news.**

- Seven News leads Nine News at 6:00pm.

### **Seven wins in breakfast television.**

- Sunrise is up 21% on Today in total viewers.

### **Seven wins in morning television.**

- The Morning Show is up 23% on Mornings in total viewers.

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

- The X Factor peaks at 1.340 million and ranks in Sunday's top four most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.430 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor is one of Monday's top two most-watched programmes for 25-54s and one of the top three most-watched programmes for 18-49s.
- The Blacklist ranks in Monday's top five most-watched programmes for 16-39s, 18-49s and 25-54s.
- Dancing with the Stars peaks at 1.287 million, wins across primetime and ranks in Tuesday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Border Security peaks at 1.029 million.
- The Force peaks at 1.080 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Criminal Minds wins its timeslot and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.



- Better Homes and Gardens wins in total viewers and 25-54s, and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Friday Night At The Movies: The Bourne Identity wins in total viewers, 16-39s, 18-49s and 25-54s and is Friday's most-watched programme for 18-49s and 25-54s.
- Saturday Night At The Movies: Hotel Transylvania wins in 16-39s, 18-49s and 25-54s and is Saturday's most-watched programme for 16-39s and 18-49s, and one of the top two most-watched programmes for 25-54s.

#### 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 40, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	21.0%	20.5%	13.0%	12.7%	4.7%
16-39s	18.9%	25.2%	17.4%	4.5%	2.9%
18-49s	19.8%	24.5%	16.5%	5.8%	3.6%
25-54s	20.9%	23.9%	15.8%	6.9%	4.0%

#### Primetime audience demographics for digital channels

##### 6:00pm-midnight Week 40, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.9%	1.8%	2.2%	2.5%
7mate	3.9%	6.7%	6.1%	5.6%
GO!	4.8%	6.7%	5.9%	5.3%
Gem	3.7%	2.9%	2.9%	3.0%
One:	2.7%	2.9%	3.1%	3.2%
Eleven	2.7%	4.6%	4.1%	3.7%
ABC2:	2.7%	3.1%	2.8%	2.7%
ABC3	0.7%	0.5%	0.5%	0.5%
ABC News 24	1.0%	0.7%	0.9%	1.0%
SBS2	0.7%	1.1%	1.0%	1.0%
NITV	0.1%	0.1%	0.1%	0.1%

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

##### 6:00pm-midnight Week 40, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.8%	29.0%	18.5%	17.2%	5.6%
16-39s	27.4%	34.8%	24.9%	8.8%	4.1%
18-49s	28.1%	33.3%	23.8%	10.9%	4.7%
25-54s	29.0%	32.2%	22.7%	11.1%	5.1%

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 breakfast television. Weekend Sunrise is up 20% on Weekend Today in total viewers.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	The X Factor	#3
The X Factor	#4	Sunday Night	#5
Sunday Night	#6	Seven News	#6
<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#4	The X Factor	#4
Sunday Night	#6	Seven News	#5
Seven News	#7	Sunday Night	#6

- **Seven News** (1.154 million). Seven News wins network.
- **The X Factor** (1.129 million) peaks at 1.340 million and ranks in Sunday's top four most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night** (0.980 million) peaks at 1.430 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

### Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers.
- 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 + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
- Seven wins in breakfast television. Sunrise is up 20% on Today.
- Seven wins in morning television. The Morning Show is up 32% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
The X Factor	#3	The X Factor	#2
Seven News	#4	The Blacklist	#3
The Blacklist	#6	Home and Away	#6
Seven News – Today Tonight	#7	Seven News	#7
Home and Away	#9	Seven News – Today Tonight	#10

<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#3	The X Factor	#3
The X Factor	#4	The Blacklist	#4
The Blacklist	#5	Home and Away	#5
		Seven News	#9

- **Seven News** (1.146 million). Seven News wins network.
- **Seven News – Today Tonight** (1.035 million).
- **Home and Away** (0.968 million) wins in 16-39s, 18-49s and 25-54s.
- **The X Factor** (1.223 million) is one of Monday's top two most-watched programmes for 25-54s and one of the top three most-watched programmes for 18-49s.
- **The Blacklist** (0.885 million) ranks in Monday's top five most-watched programmes for 16-39s, 18-49s and 25-54s.

## Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is up 16% on Nine and up 87% on Ten in total viewers.
- 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 + 7TWO + 7mate is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven (Seven + 7TWO + 7mate) is up 16% on Nine (Nine + Go + Gem) and up 85% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 2% on Nine and up 56% on Ten in 16-39s. Seven is up 3% on Nine and up 57% on Ten in 18-49s. Seven is up 8% on Nine and up 57% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 19% on Today.
- Seven wins in morning television. The Morning Show is up 34% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Home and Away	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#5
Dancing with the Stars	#6	Seven News	#6
Home and Away	#7	Dancing with the Stars	#7
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#3	Home and Away	#3
Dancing with the Stars	#6	Dancing with the Stars	#6
Seven News – Today Tonight	#9	Seven News – Today Tonight	#9
Seven News	#10		

- **Seven News** (1.115 million). Seven News wins network – up 68,000 viewers on Nine News, a 6% audience advantage.
- **Seven News - Today Tonight** (1.074 million).
- **Home and Away** (0.962 million) wins in 16-39s, 18-49s and 25-54s.
- **Dancing with the Stars** (1.040 million) peaks at 1.287 million, wins across primetime and ranks in Tuesday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.

### Wednesday

- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate is number 1 for total viewers: up 8% on Nine + Go + Gem and up 50% on Ten + One + Eleven.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers
- Seven wins in breakfast television. Sunrise is up 17% on 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	#4	Home and Away	#3
Seven News – Today Tonight	#6	Criminal Minds	#6
The Force	#7	The Force	#7
Home and Away	#8	Seven News – Today Tonight	#10
Border Security	#10		
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#4	Home and Away	#4
The Force	#5	Criminal Minds	#5
Criminal Minds	#7	The Force	#6
Border Security	#8	Criminal Minds	#10

- **Home and Away** (0.936 million) wins in 16-39s, 18-49s and 25-54s.
- **Border Security** (0.863 million) peaks at 1.029 million.
- **The Force** (0.938 million) peaks at 1.080 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Criminal Minds** (0.818 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 34% on Today.
- Seven wins in morning television. The Morning Show is up 22% on Mornings.
- Seven wins @ 5:30pm with Million Dollar Minute.
- Seven wins in primetime on digital channels. 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 one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 53% on Nine and up 96% on Ten in total viewers.
  - Seven is up 17% on Nine and up 49% on Ten in 16-39s. Seven is up 28% on Nine and up 62% on Ten in 18-49s. Seven is up 35% on Nine and up 61% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for 25-54s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate is number one for total viewers, 18-49s and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate) is up 29% on Nine (Nine + Go + Gem) and up 90% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 42% on Ten in 16-39s. Seven is up 9% on Nine and up 50% on Ten in 18-49s. Seven is up 22% on Nine and up 52% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 14% on Today.
- Seven wins in morning television. The Morning Show is up 17% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	The Bourne Identity	#1
Seven News – Today Tonight	#4	Better Homes and Gardens	#6
Better Homes and Gardens	#5	Seven News – Today Tonight	#10
The Bourne Identity	#7		
<b>16-39s</b>		<b>18-49s</b>	
The Bourne Identity	#4	The Bourne Identity	#1
Better Homes and Gardens	#7	Better Homes and Gardens	#5
Seven News – Today Tonight	#10		

- **Better Homes and Gardens** (0.817 million) wins in total viewers and 25-54s, and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Friday Night At The Movies: The Bourne Identity** (0.717 million) wins in total viewers, 16-39s, 18-49s and 25-54s and is Friday's most-watched programme for 18-49s and 25-54s – 26 share in total viewers, 27 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

## Saturday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 26% on Nine and up 50% on Ten in total viewers.
  - Seven is up 39% on Nine and up 20% on Ten in 16-39s. Seven is up 40% on Nine and up 29% on Ten in 18-49s. Seven is up 23% on Nine and up 34% 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 + 7TWO + 7mate is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate) is up 5% on Nine (Nine + Go + Gem) and up 56% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 15% on Nine and up 21% on Ten in 16-39s. Seven is up 20% on Nine and up 30% on Ten in 18-49s. Seven is up 10% on Nine and up 31% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 30% 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	#3	Hotel Transylvania	#2
Hotel Transylvania	#6	Seven News	#3
		Lara Croft	#5
		Weekend Sunrise	#10
<b>16-39s</b>		<b>18-49s</b>	
Hotel Transylvania	#1	Hotel Transylvania	#1
Lara Croft	#5	Lara Croft	#4
Seven News	#6	Seven News	#5

- **Seven News** (0.839 million). Seven News wins network – up 51,000 viewers on Nine News, a 6% audience advantage.
- **Saturday Night At The Movies: Hotel Transylvania** (0.555 million) wins in 16-39s, 18-49s and 25-54s and is Saturday's most-watched programme for 16-39s and 18-49s, and one of the top two most-watched programmes for 25-54s.

**Live and As-Live Data****Week 40 Primetime Shares**

ABC1:	12.7%
Seven:	21.0%
Nine:	20.5%
Ten:	13.0%
SBS1:	4.7%

ABC2:	2.7%
ABC3:	0.7%
ABC News 24:	1.0%
7TWO:	4.9%
7mate:	3.9%
GO!:	4.8%
Gem:	3.7%
One:	2.7%
Eleven:	2.7%
SBS2:	0.7%
NITV:	0.1%

**Week 40 Combined Multiple Channels Primetime Shares**

ABC1:	17.2%
Seven:	29.8%
Nine:	29.0%
Ten:	18.5%
SBS:	5.6%

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