

13 October 2014

## Seven Network Ratings Report

Week 41: 5 October – 11 October 2014

### 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.

### Seven wins in news.

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

### Seven wins in breakfast television.

- Sunrise is up 25% on Today in total viewers.

### Seven wins in morning television.

- The Morning Show is up 34% on Mornings in total viewers.

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

- The X Factor peaks at 1.163 million against the NRL Grand Final and ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.244 million against the NRL Grand Final and ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.563 million and ranks in Monday's top three most-watched programmes for 18-49s and 25-54s.
- The Blacklist wins its timeslot and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Dancing with the Stars peaks at 1.105 million and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Border Security 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
- The Force peaks at 1.123 million, is one of Wednesday's top two most-watched programmes for total viewers and one of the top three most-watched programmes for 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.



- Highway Patrol peaks at 1.051 million and ranks in Thursday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Beauty and the Geek ranks in Thursday's top four most-watched programmes for 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens wins its timeslot and is one of Friday's top two most-watched programmes for total viewers and 25-54s.
- Friday Night At The Movies: The Bourne Supremacy wins in total viewers, 16-39s, 18-49s and 25-54s and is Friday's number one most-watched programme for 18-49s and 25-54s – 25 share in total viewers and 26 share in 25-54s.
- V8s on Seven: The Bathurst 1000 dominates in total viewers and in all key demographics across Saturday afternoon with the Top Ten Shootout ranking as Saturday's most-watched programme for 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: The Muppets wins in 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: Shooter wins in 16-39s, 18-49s and 25-54s.

#### Primetime audience demographics for primary channels

##### 6:00pm-midnight Week 41, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.3%	23.2%	11.7%	12.3%	4.0%
16-39s	17.7%	28.9%	14.0%	4.8%	3.1%
18-49s	18.9%	27.3%	13.7%	6.1%	3.4%
25-54s	20.0%	26.5%	13.5%	7.0%	3.6%

#### Primetime audience demographics for digital channels

##### 6:00pm-midnight Week 41, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.2%	1.7%	2.1%	2.6%
7mate	3.8%	6.3%	5.7%	5.4%
GO!	4.9%	7.0%	6.2%	5.6%
Gem	3.4%	2.7%	2.7%	2.9%
One:	3.1%	3.2%	3.7%	3.7%
Eleven	2.9%	4.9%	4.5%	4.0%
ABC2:	2.5%	2.9%	2.6%	2.4%
ABC3	0.8%	0.6%	0.6%	0.6%
ABC News 24	1.1%	0.9%	1.0%	1.0%
SBS2	0.9%	1.2%	1.2%	1.1%
NITV	0.1%	0.1%	0.1%	0.1%

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

##### 6:00pm-midnight Week 41, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.3%	31.4%	17.7%	16.6%	5.0%
16-39s	25.7%	38.6%	22.1%	9.1%	4.4%
18-49s	26.7%	36.3%	21.9%	10.3%	4.7%
25-54s	27.9%	35.1%	21.2%	10.9%	4.8%

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 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>	
Sunday Night	#5	Sunday Night	#6
Seven News	#6	The X Factor	#7
The X Factor	#7	Seven News	#8
Mrs Brown's Boys	#10	Mrs Brown's Boys	#9
<b>16-39s</b>		<b>18-49s</b>	
Sunday Night	#6	Sunday Night	#6
The X Factor	#7	The X Factor	#7
Seven News	#9	Seven News	#8
		Mrs Brown's Boys	#9

- **The X Factor** (0.895 million) peaks at 1.163 million against the NRL Grand Final and ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night** (0.957 million) peaks at 1.244 million against the NRL Grand Final and ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.

### Monday

- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
  - Seven + 7TWO + 7mate leads Nine + Go + Gem and is up 48% 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 25-54s.
- Seven wins in breakfast television. Sunrise is up 23% 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>	
Seven News	#4	The X Factor	#3
The X Factor	#6	The Blacklist	#4
Seven News – Today Tonight	#7	Home and Away	#8
Home and Away	#8	Seven News	#9
The Blacklist	#9		
<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#5	The X Factor	#3
Home and Away	#6	The Blacklist	#6
The Blacklist	#8	Home and Away	#7

- **The X Factor** (1.087 million) peaks at 1.563 million and ranks in Monday's top three most-watched programmes for 18-49s and 25-54s.
- **The Blacklist** (0.898 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 news and public affairs.
- Seven wins in breakfast television. Sunrise is up 16% on Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven wins @ 5:30pm with Million Dollar Minute.
- 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	#3	Seven News – Today Tonight	#5
Dancing with the Stars	#7	Dancing with the Stars	#9
Home and Away	#8	Seven News	#10
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#3	Home and Away	#3
Seven News – Today Tonight	#7	Dancing with the Stars	#6
Dancing with the Stars	#9	Seven News – Today Tonight	#10

- **Seven News** (1.061 million). Seven News wins network – up 79,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (1.033 million). Seven News – Today Tonight wins network – up 98,000 viewers on Nine News – 6:30pm, a 10% audience advantage.
- **Home and Away** (0.875 million) wins in 16-39s, 18-49s and 25-54s.
- **Dancing with the Stars** (0.879 million) peaks at 1.105 million and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

## Wednesday

- Seven wins in news and public affairs.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate is number 1 for total viewers.
  - Seven + 7TWO + 7mate is up 5% on Nine + Go + Gem and up 92% 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 29% on Today.
- Seven wins in morning television. The Morning Show is up 63% on Mornings.

- Seven scores in the most-watched programmes:

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

- Seven News** (0.984 million). Seven News wins network – up 36,000 viewers on Nine News, a 4% audience advantage.
- Seven News – Today Tonight** (0.949 million). Seven News – Today Tonight wins network – up 24,000 viewers on Nine News – 6:30pm, a 3% audience advantage.
- Home and Away** (0.841 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- Border Security** (0.923 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
- The Force** (0.988 million) peaks at 1.123 million, is one of Wednesday's top two most-watched programmes for total viewers and one of the top three most-watched programmes for 18-49s and 25-54s.
- Criminal Minds** (0.779 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 breakfast television. Sunrise is up 30% on Today.
- Seven wins in morning television. The Morning Show is up 61% 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.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	Highway Patrol	#3
Seven News – Today Tonight	#5	Beauty and the Geek	#4
Highway Patrol	#6	Home and Away	#6
Home and Away	#7	Seven News – Today Tonight	#9
		Beauty and the Geek	#10
<b>16-39s</b>		<b>18-49s</b>	
Beauty and the Geek	#3	Highway Patrol	#3
Highway Patrol	#4	Beauty and the Geek	#4
Home and Away	#6	Home and Away	#5
Beauty and the Geek	#7	Beauty and the Geek	#6

- **Home and Away** (0.815 million) wins in total viewers, 18-49s and 25-54s.
- **Highway Patrol** (0.828 million) peaks at 1.051 million and ranks in Thursday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Beauty and the Geek** (0.605 million) ranks in Thursday's top four most-watched programmes for 16-39s, 18-49s and 25-54s.

## Friday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 18-49s and 25-54s.
  - Seven is up 45% on Nine and up 94% on Ten in total viewers.
  - Seven is up 38% on Ten in 16-39s. Seven is up 11% on Nine and up 55% on Ten in 18-49s. Seven is up 20% on Nine and up 69% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate is number 1 for total viewers, 18-49s and 25-54s.
  - Seven (Seven + 7TWO + 7mate) is up 32% on Nine (Nine + Go + Gem) and up 93% on Ten (Ten + One + Eleven).
  - Seven is up 33% on Ten in 16-39s. Seven is up 6% on Nine and up 47% on Ten in 18-49s. Seven is up 17% on Nine and up 64% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 29% on Today.
- Seven wins in morning television. The Morning Show is up 44% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	The Bourne Supremacy	#1
Better Homes and Gardens	#2	Better Homes and Gardens	#2
Seven News – Today Tonight	#4	Seven News	#6
The Bourne Supremacy	#6	Seven News – Today Tonight	#10
<b>16-39s</b>		<b>18-49s</b>	
The Bourne Supremacy	#4	The Bourne Supremacy	#1
Better Homes and Gardens	#7	Better Homes and Gardens	#5
		Seven News	#10

- **Seven News** (0.864 million). Seven News wins network – up 24,000 viewers on Nine News, a 3% audience advantage.
- **Seven News – Today Tonight** (0.792 million). Seven News – Today Tonight wins network.
- **Better Homes and Gardens** (0.852 million) wins its timeslot and is one of Friday's top two most-watched programmes for total viewers and 25-54s.
- **Friday Night At The Movies: The Bourne Supremacy** (0.733 million) wins in total viewers, 16-39s, 18-49s and 25-54s and is Friday's number one most-watched programme for 18-49s and 25-54s – 25 share in total viewers and 26 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 46% on Nine and up 133% on Ten in total viewers.
  - Seven is up 98% on Nine and up 96% on Ten in 16-39s. Seven is up 73% on Nine and up 107% on Ten in 18-49s. Seven is up 66% on Nine and up 129% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate is number 1 for total viewers, 18-49s and 25-54s.
  - Seven (Seven + 7TWO + 7mate) is up 8% on Nine (Nine + Go + Gem) and up 74% on Ten (Ten + One + Eleven).
  - Seven is up 11% on Nine and up 41% on Ten in 16-39s. Seven is up 12% on Nine and up 41% on Ten in 18-49s. Seven is up 13% on Nine and up 50% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 40% on Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Bathurst 1000: Top Ten	#1
Bathurst 1000: Top Ten	#2	Seven News	#2
The Muppets	#7	The Muppets	#3
Shooter	#9	Shooter	#4
Bathurst 1000	#10	Bathurst 1000	#5
		Weekend Sunrise	#9
<b>16-39s</b>		<b>18-49s</b>	
Bathurst 1000: Top Ten	#1	Bathurst 1000: Top Ten	#1
Seven News	#2	Seven News	#2
The Muppets	#3	The Muppets	#3
Shooter	#4	Shooter	#4
Bathurst 1000	#5	Bathurst 1000	#5

- **V8s on Seven: The Bathurst 1000** dominates in total viewers and in all key demographics across Saturday afternoon with the Top Ten Shootout ranking as Saturday's most-watched programme for 16-39s, 18-49s and 25-54s.
- **Seven News** (1.044 million). Seven News wins network – up 345,000 viewers on Nine News, a 49% audience advantage.
- **Saturday Night At The Movies: The Muppets** (0.508 million) wins in 16-39s, 18-49s and 25-54s.
- **Saturday Night At The Movies: Shooter** (0.475 million) wins in 16-39s, 18-49s and 25-54s.

**Live and As-Live Data****Week 41 Primetime Shares**

ABC1:	12.3%
Seven:	20.3%
Nine:	23.2%
Ten:	11.7%
SBS1:	4.0%

ABC2:	2.5%
ABC3:	0.8%
ABC News 24:	1.1%
7TWO:	5.2%
7mate:	3.8%
GO!:	4.9%
Gem:	3.4%
One:	3.1%
Eleven:	2.9%
SBS2:	0.9%
NITV:	0.1%

**Week 41 Combined Multiple Channels Primetime Shares**

ABC1:	16.6%
Seven:	29.3%
Nine:	31.4%
Ten:	17.7%
SBS:	5.0%

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