

20 October 2014

## **Seven Network Ratings Report**

**Week 42: 12 October – 18 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 18-49s.

### **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 breakfast television.**

- Sunrise is up 19% on Today in total viewers.

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

- The Morning Show is up 36% on Mornings in total viewers.

### **V8s on Seven dominates across Sunday.**

- The Great Race: The Bathurst 1000 on Seven delivers a peak metropolitan and regional audience of 3.775 million and an average audience of 2.186 million.

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

- The X Factor adds 27% Sunday-on-Sunday and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night ranks in Sunday's top ten most-watched programmes for total viewers.
- The X Factor wins its timeslot in total viewers, peaks at 1.714 million, and is one of Monday's top two most-watched programmes for total viewers and one of the top three most-watched programmes for 16-39s, 18-49s and 25-54s.



- The Blacklist wins in total viewers, 18-49s and 25-54s and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Dancing with the Stars peaks at 1.142 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 ranks in Wednesday's top four most-watched programmes for 16-39s, 18-49s and 25-54s and peaks at 1.044 million.
- Criminal Minds ranks in Wednesday's top ten most-watched programmes for 18-49s and 25-54s.
- Beauty and the Geek is Thursday's number one most-watched programme for 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens peaks at 1.122 million, wins in total viewers and is Friday's most-watched programme for total viewers, and one of the top three most-watched programmes for 18-49s and 25-54s.
- Friday Night At The Movies: The Bourne Ultimatum wins in total viewers, 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: The Smurfs wins in 16-39s, 18-49s and 25-54s, and is one of Saturday's top three most-watched programmes in all key audience demographics.

#### Primetime audience demographics for primary channels

6:00pm-midnight Week 42, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	21.6%	20.3%	11.5%	13.5%	3.9%
16-39s	19.5%	24.2%	14.3%	6.0%	3.2%
18-49s	20.3%	23.5%	14.3%	7.3%	3.4%
25-54s	21.4%	23.1%	13.8%	8.2%	3.5%

#### Primetime audience demographics for digital channels

6:00pm-midnight Week 42, 2014				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.5%	1.8%	2.2%	2.8%
7mate	4.1%	7.0%	6.4%	5.7%
GO!	4.8%	7.1%	6.3%	5.8%
Gem	3.5%	2.7%	2.7%	2.9%
One:	2.7%	3.0%	3.4%	3.4%
Eleven	2.9%	4.9%	4.4%	3.9%
ABC2:	2.7%	3.3%	2.9%	2.7%
ABC3	0.8%	0.7%	0.6%	0.6%
ABC News 24	1.1%	0.7%	0.9%	0.9%
SBS2	0.9%	1.4%	1.4%	1.2%
NITV	0.1%	0.1%	0.1%	0.1%

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

6:00pm-midnight Week 42, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.2%	28.6%	17.1%	18.1%	5.0%
16-39s	28.3%	34.0%	22.3%	10.7%	4.7%
18-49s	28.9%	32.4%	22.1%	11.7%	4.9%
25-54s	29.9%	31.7%	21.1%	12.4%	4.9%

FTA Channels and Total TV

Copyright Oztam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live).

## Primetime Programming Analysis

### Sunday

- **V8s on Seven:** The Great Race: The Bathurst 1000 delivers a peak metropolitan and regional audience of 3.775 million and an average audience of 2.186 million.

#### Five Metropolitan Markets

	Average Audience	Peak Audience
Morning	0.252 million	0.519 million
Pre-Race	0.572 million	0.581 million
Final Countdown	0.785 million	0.953 million
The Great Race	1.352 million	2.428 million
The Podium	1.011 million	1.225 million
Wrap-Up	0.798 million	0.864 million

- **Seven News** (1.491 million). Seven News wins network – up 447,000 viewers on Nine News, a 43% audience advantage.
- **The X Factor** (1.135 million) adds 27% Sunday-on-Sunday and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night** (0.961 million) ranks in Sunday's top ten most-watched programmes for total viewers.

### Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers, 18-49s and 25-54s.
  - Seven is up 14% on Nine and up 115% on Ten in total viewers.
  - Seven is up 55% on Ten in 16-39s. Seven ties with Nine and is up 72% on Ten in 18-49s. Seven leads Nine and is up 87% 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 25-54s.
- 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 is up 20% on Nine + Go + Gem and up 97% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 19% on Today.
- Seven wins in morning television. The Morning Show is up 27% on Mornings.
- Seven wins at 5:30pm with Million Dollar Minute.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
The X Factor	#2	The X Factor	#3
Seven News	#4	The Blacklist	#4
Seven News – Today Tonight	#8	Home and Away	#6
Home and Away	#9	Seven News	\$10
<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#3	The X Factor	#3
Home and Away	#5	Home and Away	#4
The Blacklist	#6	The Blacklist	#5

- Seven News** (1.122 million). Seven News wins network – up 31,000 viewers on Nine News, a 3% audience advantage.
- Seven News – Today Tonight** (1.019 million).
- Home and Away** (0.969 million) wins in 16-39s, 18-49s and 25-54s.
- The X Factor** (1.314 million) wins its timeslot in total viewers, peaks at 1.714 million, and is one of Monday's top two most-watched programmes for total viewers and one of the top three most-watched programmes for 16-39s, 18-49s and 25-54s – 26 share in total viewers, 25 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.
- The Blacklist** (0.860 million) wins in total viewers, 18-49s and 25-54s 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: up 7% on Nine and up 36% on Ten.
- Seven wins in breakfast television. Sunrise is up 20% on Today.
- 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>	
Seven News	#2	Home and Away	#1
Seven News – Today Tonight	#3	Dancing with the Stars	#3
Dancing with the Stars	#5	Seven News – Today Tonight	#7
Home and Away	#6	Seven News	#10
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#2	Home and Away	#2
Dancing with the Stars	#8	Dancing with the Stars	#7

- Home and Away** (0.928 million) wins in total viewers, 16-39s, 18-49s and 25-54s and is Tuesday most-watched programme for 25-54s and one of the top two most-watched programmes for 16-39s and 18-49s.
- Dancing with the Stars** (0.940 million) peaks at 1.142 million, wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

## Wednesday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 5% on Nine and up 93% 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 + 7TWO + 7mate is up 18% on Nine + Go + Gem and up 87% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 22% on Today.
- Seven wins in morning television. The Morning Show is up 23% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Home and Away	#1
Seven News – Today Tonight	#4	The Force	#4
Home and Away	#6	Criminal Minds	#8
The Force	#9	Seven News	#10
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#2	Home and Away	#1
The Force	#4	The Force	#3
		Criminal Minds	#7

- **Home and Away** (0.889 million) wins in 16-39s, 18-49s and 25-54s, and is Wednesday's number one most-watched programme for 18-49s and 25-54s.
- **The Force** (0.811 million) ranks in Wednesday's top four most-watched programmes for 16-39s, 18-49s and 25-54s and peaks at 1.044 million.
- **Criminal Minds** (0.753 million) ranks in Wednesday's top ten most-watched programmes for 18-49s and 25-54s.

## Thursday

- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 11% on Nine and up 46% on Ten in total viewers.
  - Seven is up 6% on Nine and up 33% on Ten in 16-39s. Seven is up 2% on Nine and up 22% on Ten in 18-49s. Seven is up 11% 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, 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 across the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate) is up 13% on Nine (Nine + Go + Gem) and up 65% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 5% on Nine and up 39% on Ten in 16-39s. Seven is up 7% on Nine and up 28% on Ten in 18-49s. Seven is up 11% on Nine and up 32% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 31% on Today.
- Seven wins in morning television. The Morning Show is up 65% on Mornings.
- Seven scores in the most-watched programmes:
 

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Beauty and the Geek	#1
Seven News – Today Tonight	#4	Home and Away	#2
Home and Away	#5	Beauty and the Geek	#3
<b>16-39s</b>		<b>18-49s</b>	
Beauty and the Geek	#1	Beauty and the Geek	#1
Beauty and the Geek	#2	Beauty and the Geek	#2
Home and Away	#3	Home and Away	#3
- **Home and Away** (0.825 million) wins in 16-39s, 18-49s and 25-54s.
- **Beauty and the Geek** (0.622 million) is Thursday's number one most-watched programme 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 61% on Nine and up 83% on Ten in total viewers.
  - Seven is up 45% on Nine and up 12% on Ten in 16-39s. Seven is up 55% on Nine and up 20% on Ten in 18-49s. Seven is up 67% 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, 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 across the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate) is up 53% on Nine (Nine + Go + Gem) and up 95% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 40% on Nine and up 31% on Ten in 16-39s. Seven is up 44% on Nine and up 35% on Ten in 18-49s. Seven is up 48% on Nine and up 40% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise is up 8% 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>	
Better Homes and Gardens	#1	The Bourne Ultimatum	#2
Seven News	#3	Better Homes and Gardens	#3
Seven News – Today Tonight	#5	Seven News – Today Tonight	#7
The Bourne Ultimatum	#8	Seven News	#8
<b>16-39s</b>		<b>18-49s</b>	
The Bourne Ultimatum	#1	The Bourne Ultimatum	#2
Better Homes and Gardens	#7	Better Homes and Gardens	#3
Seven News – Today Tonight	#10	Seven News – Today Tonight	#10

- **Better Homes and Gardens** (0.915 million) peaks at 1.122 million, wins in total viewers and is Friday's most-watched programme for total viewers, and one of the top three most-watched programmes for 18-49s and 25-54s.
- **Friday Night At The Movies: The Bourne Ultimatum** (0.627 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 25 share in 16-39s, 25 share in 18-49s and 27 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 19% on Nine and up 75% on Ten in total viewers.
  - Seven is up 27% on Nine and up 67% on Ten in 16-39s. Seven is up 15% on Nine and up 59% on Ten in 18-49s. Seven is up 14% on Nine and up 70% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate is number 1 for total viewers and 16-39s across the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate) is up 2% on Nine (Nine + Go + Gem) and up 75% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 2% on Nine and up 65% on Ten in 16-39s. Seven is up 53% on Ten in 18-49s. Seven is up 57% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 32% 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
The Smurfs	#5	The Smurfs	#2
		Terminator 3	#7
		Weekend Sunrise	#9
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#1	Seven News	#1
The Smurfs	#2	The Smurfs	#3
Terminator 3	#7	Terminator 3	#7
Weekend Sunrise	#10	Weekend Sunrise	#9

- **Seven News** (0.969 million). Seven News wins network – up 184,000 viewers on Nine News, a 23% audience advantage.
- **Saturday Night At The Movies: The Smurfs** (0.538 million) wins in 16-39s, 18-49s and 25-54s, and is one of Saturday's top three most-watched programmes in all key audience demographics.

#### Live and As-Live Data

##### Week 42 Primetime Shares

ABC1:	13.5%
Seven:	21.6%
Nine:	20.3%
Ten:	11.5%
SBS1:	3.9%

ABC2:	2.7%
ABC3:	0.8%
ABC News 24:	1.1%
7TWO:	5.5%
7mate:	4.1%
GO!:	4.8%
Gem:	3.5%
One:	2.7%
Eleven:	2.9%
SBS2:	0.9%
NITV:	0.1%

##### Week 42 Combined Multiple Channels Primetime Shares

ABC1:	18.1%
Seven:	31.2%
Nine:	28.6%
Ten:	17.1%
SBS:	5.0%

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