

3 November 2014

## Seven Network Ratings Report

Week 44: 26 October – 1 November 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.

### 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 14% on Today in total viewers.

### Seven wins in morning television.

- The Morning Show leads Mornings in total viewers.

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

- Dancing with the Stars peaks at 1.104 million, wins in total viewers and ranks in Tuesday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.
- The Force peaks at 1.099 million, wins its timeslot and is Wednesday's number 1 most-watched programme 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.
- Dancing with the Stars peaks at 1.161 million, wins across its timeslot and ranks in Thursday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens peaks at 1.064 million, wins its timeslot, and is Friday's number 1 most-watched programme for total viewers, and ranks in Friday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Friday Night At The Movies: Red wins in total viewers, 16-39s, 18-49s and 25-54s, and is Friday's most-watched programme for 16-39s, 18-49s and 25-54s.
- Horse Racing on Seven – The Melbourne Cup Carnival: The AAMI Victoria Derby dominates in total viewers, 16-39s, 18-49s and 25-54s across Saturday afternoon.
- Saturday Night At The Movies: Madagascar – Escape 2 Africa wins in 16-39s, 18-49s and 25-54s and is Saturday's most-watched programme for 16-39s, 18-49s and 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 44, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.4%	18.2%	12.0%	13.5%	4.1%
16-39s	18.4%	20.6%	14.6%	5.9%	3.5%
18-49s	19.4%	20.4%	14.5%	7.0%	3.6%
25-54s	20.3%	20.5%	14.0%	8.0%	3.7%

### Primetime audience demographics for digital channels

#### 6:00pm-midnight Week 44, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.9%	2.2%	2.6%	3.0%
7mate	4.0%	7.0%	6.5%	6.0%
GO!	5.6%	8.4%	7.4%	6.6%
Gem	3.9%	3.2%	3.3%	3.5%
One:	2.8%	3.1%	3.5%	3.5%
Eleven	3.5%	6.4%	5.4%	4.7%
ABC2:	2.9%	3.5%	3.1%	3.0%
ABC3	0.8%	0.7%	0.6%	0.6%
ABC News 24	1.2%	0.8%	1.0%	1.1%
SBS2	1.0%	1.7%	1.5%	1.3%
NITV	0.1%	0.1%	0.1%	0.1%

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

#### 6:00pm-midnight Week 44, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	30.3%	27.8%	18.2%	18.4%	5.2%
16-39s	27.6%	32.2%	24.1%	10.8%	5.3%
18-49s	28.5%	31.1%	23.4%	11.8%	5.2%
25-54s	29.4%	30.5%	22.3%	12.6%	5.2%

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, 18-49s and 25-54s.
  - Seven leads Nine and is up 62% on Ten in total viewers.
  - Seven is up 47% on Ten in 16-39s. Seven ties with Nine and is up 49% on Ten in 18-49s. Seven leads Nine and is up 52% on Ten in 25-54s.
- 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 and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate) is up 8% on Nine (Nine + Go + Gem) and up 42% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 4% on Ten in 16-39s. Seven is up 10% on Ten in 18-49s. Seven is up 4% on Nine and up 21% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 34% on Weekend Today.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News	#2
Sunday Night	#6	Sunday Night	#6
The Big Adventure	#8	The Big Adventure	#9
<b>16-39s</b>		<b>18-49s</b>	
Sunday Night	#6	Seven News	#7
Seven News	#7	Sunday Night	#8
The Big Adventure	#8	The Big Adventure	#9

Seven's primetime not broadcast in Perth: The Big Adventure time-shifted, Sunday Night broadcast on 7TWO and Resurrection not broadcast in Perth.

### Monday

- Seven wins in breakfast television. Sunrise is up 26% on Today.
- 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 25-54s.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	Home and Away	#4
Seven News – Today Tonight	#5	The Big Adventure	#5
Home and Away	#8	Seven News – Today Tonight	#7
		Seven News	#10
<b>16-39s</b>		<b>18-49s</b>	
The Big Adventure	#9	Home and Away	#4
Seven News – Today Tonight	#10	The Big Adventure	#6
		Seven News – Today Tonight	#10

## Tuesday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 19% on Nine and up 28% on Ten.
- 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 4% on Nine + Go + Gem and up 35% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 11% on Today.
- Seven wins in morning television. The Morning Show is up 38% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News – Today Tonight	#3	Home and Away	#1
Dancing with the Stars	#4	Dancing with the Stars	#5
Home and Away	#5	Seven News – Today Tonight	#9
Seven News	#6		
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#2	Home and Away	#1
		Dancing with the Stars	#8

- **Home and Away** (0.901 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and is Tuesday's number 1 most-watched programme for 18-49s and 25-54s.
- **Dancing with the Stars** (0.902 million) peaks at 1.104 million, wins in total viewers and ranks in Tuesday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.

## Wednesday

- 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 16% on Nine and up 102% on Ten in total viewers.
  - Seven is up 3% on Nine and up 46% on Ten in 18-49s. Seven is up 7% on Nine and up 62% on Ten in 25-54s.

- 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 1 for total viewers.
  - Seven + 7TWO + 7mate is up 16% on Nine + Go + Gem and up 112% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 17% on Today.
- Seven wins in morning television. The Morning Show is up 20% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	The Force	#1
Seven News – Today Tonight	#3	Home and Away	#2
The Force	#4	Criminal Minds	#3
Home and Away	#6	Seven News	#9
Criminal Minds	#9	Seven News – Today Tonight	#10
<b>16-39s</b>		<b>18-49s</b>	
The Force	#1	The Force	#1
Home and Away	#3	Home and Away	#3
Criminal Minds	#6	Criminal Minds	#4
Criminal Minds	#8	Criminal Minds	#9
Seven News – Today Tonight	#19		

Criminal Minds not broadcast in Perth

- **Seven News** (0.956 million). Seven News wins network – up 21,000 viewers on Nine News, a 2% audience advantage.
- **Seven News - Today Tonight** (0.917 million). Seven News – Today Tonight wins network – up 25,000 viewers on Nine News – 6:30pm, a 3% audience advantage.
- **Home and Away** (0.838 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **The Force** (0.902 million) peaks at 1.099 million, wins its timeslot and is Wednesday's number 1 most-watched programme for 18-49s and 25-54s.
- **Criminal Minds** (0.764 million – not broadcast in Perth) 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 primetime on primary channels.
  - Seven is number 1 for total viewers: up 14% on Nine and up 77% on Ten.
- 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 across the combined audiences of all channels.
  - Seven + 7TWO + 7mate is up 16% on Nine + Go + Gem and up 73% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 23% on Today.
- Seven wins in morning television. The Morning Show is up 10% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News – Today Tonight	#3	Home and Away	#2
Home and Away	#4	Dancing with the Stars	#6
Dancing with the Stars	#5	Seven News – Today Tonight	#9
Seven News	#6		
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#2	Home and Away	#1
Dancing with the Stars	#4	Dancing with the Stars	#7
Seven News – Today Tonight	#8	Seven News – Today Tonight	#8
		Seven News	#9

- **Home and Away** (0.900 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **Dancing with the Stars** (0.898 million) peaks at 1.161 million, wins across its timeslot and ranks in Thursday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

## Friday

- 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 49% on Nine and up 164% on Ten in total viewers.
  - Seven is up 8% on Nine and up 66% on Ten in 16-39s. Seven is up 12% on Nine and up 62% on Ten in 18-49s. Seven is up 15% on Nine and up 83% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate is number 1 for total viewers and 25-54s.
  - Seven (Seven + 7TWO + 7mate) is up 30% on Nine (Nine + Go + Gem) and up 125% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 75% on Ten in 16-39s. Seven is up 62% on Ten in 18-49s. Seven is up 5% on Nine and up 75% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 12% on Today.
- Seven wins in morning television. The Morning Show is up 19% on Mornings.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Better Homes and Gardens	#1	Red	#1
Seven News	#2	Better Homes and Gardens	#2
Seven News – Today Tonight	#3	Seven News	#3
Red	#4	Seven News – Today Tonight	#4
<b>16-39s</b>		<b>18-49s</b>	
Red	#1	Red	#1
Better Homes and Gardens	#4	Better Homes and Gardens	#4
Seven News – Today Tonight	#10	Seven News	#6
		Seven News – Today Tonight	#8

- **Seven News** (0.813 million). Seven News wins network.
- **Seven News – Today Tonight** (0.782 million). Seven News – Today Tonight wins network.
- **Better Homes and Gardens** (0.829 million) peaks at 1.064 million, wins its timeslot, and is Friday's number 1 most-watched programme for total viewers, and ranks in Friday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 25 share in total viewers.
- **Friday Night At The Movies: Red** (0.740 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and is Friday's most-watched programme for 16-39s, 18-49s and 25-54s – 26 share in total viewers and 25 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 17% on Nine and up 80% on Ten in total viewers.
  - Seven is up 40% on Nine and up 42% on Ten in 16-39s. Seven is up 33% on Nine and up 63% on Ten in 18-49s. Seven is up 22% on Nine and up 75% on Ten in 25-54s
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate is number 1 for 16-39s and 18-49s.
- Seven wins in breakfast television. Weekend Sunrise leads 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	Seven News	#1
Madagascar 2	#6	Madagascar 2	#3
Victoria Derby	#7	John Carter	#4
		Victoria Derby	#6
<b>16-39s</b>		<b>18-49s</b>	
Madagascar 2	#1	Madagascar 2	#1
Seven News	#2	Seven News	#2
John Carter	#6	John Carter	#5
Victoria Derby	#10	Victoria Derby	#6

- **Horse Racing on Seven – The Melbourne Cup Carnival: The AAMI Victoria Derby** dominates in total viewers, 16-39s, 18-49s and 25-54s across Saturday afternoon.
- **Seven News** (0.898 million). Seven News wins network – up 32,000 viewers on Nine News, a 4% audience advantage.
- **Saturday Night At The Movies: Madagascar – Escape 2 Africa** (0.588 million) wins in 16-39s, 18-49s and 25-54s and is Saturday's most-watched programme for 16-39s, 18-49s and 25-54s – 25 share in 16-39s and 25 share in 18-49s.

#### Live and As-Live Data

##### Week 44 Primetime Shares

ABC1:	13.5%
Seven:	20.4%
Nine:	18.2%
Ten:	12.0%
SBS1:	4.1%

ABC2:	2.9%
ABC3:	0.8%
ABC News 24:	1.2%
7TWO:	5.9%
7mate:	4.0%
GO!:	5.6%
Gem:	3.9%
One:	2.8%
Eleven:	3.5%
SBS2:	1.0%
NITV:	0.1%

##### Week 44 Combined Multiple Channels Primetime Shares

ABC1:	18.4%
Seven:	30.3%
Nine:	27.8%
Ten:	18.2%
SBS:	5.2%

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