

10 November 2014

## **Seven Network Ratings Report**

**Week 45: 2 November – 8 November 2014**

### **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 primetime on digital channels.**

- 7TWO is the most-watched digital channel for total viewers.

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

- Sunrise is up 33% on Today in total viewers.

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

- The Morning Show is up 57% on Mornings in total viewers.

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

- The Melbourne Cup on Seven dominates across Tuesday with a combined metropolitan and regional audience of 3.089 million in-home viewers.
- Dancing with the Stars peaks at 1.072 million, wins in total viewers and ranks in Tuesday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.
- Border Security peaks at 1.051 million and is Wednesday's number one most-watched programme for 18-49s and 25-54s.
- Beauty and the Geek wins in total viewers, 16-39s, 18-49s and 25-54s and is Thursday's number one most-watched programme for 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens peaks at 1.107 million and is Friday's number one most-watched programme and one of the top three most-watched programmes for 18-49s and 25-54s.
- Saturday Night At The Movies: Up wins in 16-39s, 18-49s and 25-54s, and is Saturday's number one most-watched programme for 16-39s and 18-49s.

### **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 45, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.2%	19.4%	11.8%	13.6%	4.2%
16-39s	19.6%	20.6%	14.5%	5.6%	3.3%
18-49s	19.6%	20.4%	14.4%	7.0%	3.8%
25-54s	19.8%	20.7%	14.1%	8.0%	3.9%

## Primetime audience demographics for digital channels

6:00pm-midnight Week 45, 2014				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.8%	1.7%	2.4%	3.0%
7mate	4.2%	6.9%	6.5%	6.1%
GO!	5.2%	7.8%	6.9%	6.3%
Gem	4.2%	3.5%	3.6%	3.7%
One:	2.8%	3.1%	3.3%	3.3%
Eleven	3.3%	5.8%	5.2%	4.7%
ABC2:	3.2%	4.2%	3.6%	3.3%
ABC3	0.8%	0.6%	0.6%	0.5%
ABC News 24	1.2%	0.9%	1.0%	1.0%
SBS2	1.0%	1.8%	1.6%	1.5%
NITV	0.1%	0.1%	0.1%	0.1%

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

6:00pm-midnight Week 45, 2014					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.2%	28.7%	17.9%	18.8%	5.3%
16-39s	28.3%	31.9%	23.4%	11.3%	5.2%
18-49s	28.5%	30.9%	22.8%	12.2%	5.5%
25-54s	28.9%	30.6%	22.1%	12.9%	5.5%

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 29% on Weekend Today.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Sunday Night	#5
Sunday Night	#4	Seven News	#7
The Big Adventure	#9	The Big Adventure	#10
16-39s		18-49s	
Seven News	#6	Sunday Night	#6
Sunday Night	#7	Seven News	#7
The Big Adventure	#9	The Big Adventure	#9

- **Sunday Night** (0.887 million) peaks at 1.076 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 breakfast television. Sunrise is up 31% on Today.
- Seven wins in morning television. The Morning Show is up 51% on Mornings.
- Seven wins at 5:30pm with Million Dollar Minute
- 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	#2	Home and Away	#4
Seven News – Today Tonight	#5	Seven News – Today Tonight	#6
Home and Away	#8	Seven News	#7
		The Big Adventure	#9
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#4	Home and Away	#4
Seven News – Today Tonight	#7	Seven News – Today Tonight	#6
The Big Adventure	#9	Seven News	#9

- **Seven News** (1.023 million). Seven News wins network – up 94,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (0.945 million). Seven News – Today Tonight wins network at 6:30pm.
- **Home and Away** (0.873 million) wins in 16-39s, 18-49s and 25-54s.

## Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers and 25-54s.
- 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 wins in breakfast television. Sunrise is up 55% on Today.
- Seven wins in morning television. The Morning Show is up 78% 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>	
Melbourne Cup – The Race	#1	Melbourne Cup – The Race	#1
Melbourne Cup – Presentations	#2	Melbourne Cup – Presentations	#2
Melbourne Cup – Mounting Yard	#3	Melbourne Cup – Mounting Yard	#3
Seven News	#4	Home and Away	#4
Seven News – Today Tonight	#5	Seven News	#5
Home and Away	#8	Seven News – Today Tonight	#6
Dancing with the Stars	#9	Dancing with the Stars	#10
Melbourne Cup – Late Afternoon	#10		

  

<b>16-39s</b>		<b>18-49s</b>	
Melbourne Cup – The Race	#1	Melbourne Cup – The Race	#1
Melbourne Cup – Presentations	#2	Melbourne Cup – Presentations	#2
Melbourne Cup – Mounting Yard	#3	Melbourne Cup – Mounting Yard	#3
Home and Away	#5	Home and Away	#5
Melbourne Cup – Late Afternoon	#6	Melbourne Cup – Late Afternoon	#6
Seven News	#8	Seven News – Today Tonight	#7
Seven News – Today Tonight	#9	Seven News	#8
		Dancing with the Stars	#10

- The Melbourne Cup on Seven** dominates across Tuesday with a combined metropolitan and regional audience of 3.089 million in-home viewers.
- Seven News** (1.157 million). Seven News wins network – up 214,000 viewers on Nine News, a 23% audience advantage.
- Seven News – Today Tonight** (1.062 million). Seven News – Today Tonight wins network – up 145,000 viewers on Nine News – 6:30pm, a 16% audience advantage.
- Home and Away** (0.903 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- Dancing with the Stars** (0.898 million) peaks at 1.072 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 combined audiences.
  - Seven + 7TWO + 7mate is number 1 for total viewers: up 3% 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 20% on Today.
- Seven wins in morning television. The Morning Show is up 56% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Border Security	#1
Seven News – Today Tonight	#3	Home and Away	#2
Border Security	#4	Seven News – Today Tonight	#3
Home and Away	#5	Seven News	#4
Criminal Minds	#9	Criminal Minds	#7

16-39s		18-49s	
Home and Away	#1	Border Security	#1
Border Security	#2	Home and Away	#2
Criminal Minds	#7	Criminal Minds	#4
Criminal Minds	#10	Seven News – Today Tonight	#8
		Seven News	#10

- **Seven News** (1.039 million). Seven News wins network.
- **Seven News – Today Tonight** (0.986 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.885 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and is Wednesday's most-watched programme for 16-39s and one of the top two most-watched programmes for 18-49s and 25-54s.
- **Border Security** (0.905 million) peaks at 1.051 million and is Wednesday's number one most-watched programme for 18-49s and 25-54s.
- **Criminal Minds** (0.722 million) ranks in Wednesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

#### Thursday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 2% on Nine and up 61% on Ten in total viewers.
  - Seven is up 11% on Nine and up 59% on Ten in 16-39s. Seven is up 6% on Nine and up 59% on Ten in 18-49s. Seven is up 3% on Nine and up 53% 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 5% on Nine (Nine + Go + Gem) and up 71% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 18% on Nine and up 61% on Ten in 16-39s. Seven is up 13% on Nine and up 55% on Ten in 18-49s. Seven is up 8% on Nine and up 46% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 24% on Today.
- Seven wins in morning television. The Morning Show is up 22% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Beauty and the Geek	#1
Seven News – Today Tonight	#5	Home and Away	#2
Home and Away	#6	Seven News	#8
Beauty and the Geek	#8	Seven News – Today Tonight	#9

16-39s		18-49s	
Beauty and the Geek	#1	Beauty and the Geek	#1
Home and Away	#2	Home and Away	#2
Ink Masters on 7mate	#7		

- **Home and Away** (0.853 million) wins in 16-39s, 18-49s and 25-54s – 26 share in 16-39s and 25 share in 18-49s.
- **Beauty and the Geek** (0.751 million) wins in total viewers, 16-39s, 18-49s and 25-54s and is Thursday's number one most-watched programme for 16-39s, 18-49s and 25-54s.

### Friday

- Seven wins in breakfast television. Sunrise is up 37% on Today.
- Seven wins in morning television. The Morning Show is up 48% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Better Homes and Gardens	#1	Better Homes and Gardens	#2
Seven News – Today Tonight	#2	Couples Retreat	#5
Seven News	#5	Seven News – Today Tonight	#6
		Seven News	#8

  

16-39s		18-49s	
Couples Retreat	#3	Better Homes and Gardens	#3
Better Homes and Gardens	#4	Couples Retreat	#4
Seven News – Today Tonight	#5	Seven News – Today Tonight	#5
Seven News	#9	Seven News	#9

- **Better Homes and Gardens** (0.907 million) peaks at 1.107 million and is Friday's number one most-watched programme and one of the top three most-watched programmes for 18-49s and 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 32% on Nine and up 115% on Ten in total viewers.
  - Seven is up 88% on Nine and up 86% on Ten in 16-39s. Seven is up 59% on Nine and up 93% on Ten in 18-49s. Seven is up 42% on Nine and up 115% on Ten in 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 10% on Nine (Nine + Go + Gem) and up 50% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 16% on Nine and up 50% on Ten in 16-39s. Seven is up 15% on Nine and up 68% on Ten in 18-49s. Seven is up 14% on Nine and up 82% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 19% 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
Up	#6	Up	#2
Con Air	#10	Con Air	#4
		Weekend Sunrise	#7
<b>16-39s</b>		<b>18-49s</b>	
Up	#1	Up	#1
Seven News	#2	Seven News	#2
Con Air	#3	Con Air	#3
The Goldbergs	#9	Weekend Sunrise	#8

- Seven News** (0.843 million). Seven News wins network – up 122,000 viewers on Nine News, a 17% audience advantage.
- Saturday Night At The Movies: Up** (0.609 million) wins in 16-39s, 18-49s and 25-54s, and is Saturday's number one most-watched programme for 16-39s and 18-49s – 29 share in 16-39s and 25 share in 25-54s.

#### Live and As-Live Data

##### Week 45 Primetime Shares

ABC1:	13.6%
Seven:	19.2%
Nine:	19.4%
Ten:	11.8%
SBS1:	4.2%

ABC2:	3.2%
ABC3:	0.8%
ABC News 24:	1.2%
7TWO:	5.8%
7mate:	4.2%
GO!:	5.2%
Gem:	4.2%
One:	2.8%
Eleven:	3.3%
SBS2:	1.0%
NITV:	0.1%

##### Week 45 Combined Multiple Channels Primetime Shares

ABC1:	18.8%
Seven:	29.2%
Nine:	28.7%
Ten:	17.9%
SBS:	5.3%

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