

25 November 2013

Seven Network Ratings Report

Week 47: 17 November – 23 November 2013

Seven wins in news.

- Seven News leads Nine News.

Seven wins in public affairs.

- Today Tonight leads A Current Affair

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers: up 8% on Nine and up 81% on Ten.
- Seven wins primetime on Sunday, Monday, Tuesday, Wednesday, Thursday and Friday on primary channels.

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 + 7TWO + 7mate is up 6% on Nine + Go + Gem and up 68% on Ten + One + Eleven in total viewers.
- Seven + 7TWO + 7mate wins primetime on Sunday, Monday, Tuesday, Wednesday, Thursday and Friday on the combined audiences of all channels.

Seven wins in breakfast television.

- Sunrise leads Today in total viewers across 6:00-9:00am.

Seven wins in morning television.

- The Morning Show is up 43% on Mornings.

Seven is number 1 in 2013.

- Seven is number 1 for total viewers in primetime across the current television season.

Seven + 7TWO + 7mate is number 1 in 2013.

- 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 dominates the most-watched programmes.

- Sunday Night peaks at 1.295 million, wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Wild Planet peaks at 1.071 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.



- Bones wins its timeslot and ranks in Sunday's top ten programmes for total viewers, 18-49s and 25-54s.
- Highway Patrol ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The Blacklist peaks at 1.181 million, wins its timeslot, and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Dancing with the Stars peaks at 1.429 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Tuesday's most-watched programme for total viewers and one of the top two most-watched programmes for 18-49s and 25-54s.
- Cosentino peaks at 1.164 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s and 18-49s.
- Better Homes and Gardens peaks at 1.066 million, wins its timeslot 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: Top Gun wins in 16-39s, 18-49s and 25-54s and ranks in Friday's top ten most-watched programmes in all key demographics.
- Saturday Night At The Movies: Finding Nemo wins in 16-39s, 18-49s and 25-54s.

Live and As-Live Data

Week 47 Primetime Shares

ABC1:	12.7%
Seven:	21.7%
Nine:	20.0%
Ten:	11.9%
SBS1:	5.1%

ABC2:	3.6%
ABC3:	0.9%
ABC News 24:	1.2%
7TWO:	4.1%
7mate:	3.8%
GO!:	4.4%
Gem:	3.6%
One:	2.3%
Eleven:	3.4%
SBS2:	1.1%
NITV:	0.1%

Week 47 Combined Multiple Channels Primetime Shares

ABC1:	18.4%
Seven:	29.6%
Nine:	28.0%
Ten:	17.7%
SBS:	6.3%

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

Primetime audience demographics for primary channels

6:00pm-midnight Week 47, 2013					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	21.7%	20.0%	11.9%	12.7%	5.1%
16-39s	19.5%	21.6%	17.0%	4.8%	3.2%
18-49s	20.4%	21.7%	15.3%	6.2%	3.6%
25-54s	21.0%	22.1%	14.3%	7.2%	4.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 47, 2013					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.6%	28.0%	17.7%	18.4%	6.3%
16-39s	27.9%	31.9%	24.8%	10.3%	5.1%
18-49s	28.8%	31.5%	22.7%	11.7%	5.3%
25-54s	29.3%	31.1%	21.2%	12.6%	5.7%

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 primetime on primary channels.
 - Seven is number 1 for total viewers. Seven leads Nine and is up 78% on Ten.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s.
- Seven wins in primetime on combined audiences.
 - Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers.
 - Seven + 7TWO + 7mate is up 2% on Nine + Go + Gem and up 66% on Ten + One + Eleven.
- Seven wins in breakfast television. Weekend Sunrise is up 28% on Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Sunday Night	#2	Sunday Night	#6
Seven News	#3	Seven News	#7
Wild Planet	#6	Wild Planet	#9
Bones	#10	Bones	#10
16-39s		18-49s	
Sunday Night	#7	Sunday Night	#7
Wild Planet	#9	Seven News	#8
Seven News	#10	Wild Planet	#9
		Bones	#10

- **Seven News** (1.091 million).
- **Sunday Night** (1.123 million) peaks at 1.295 million, wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers and 25 share in 25-54s.

- **Wild Planet** (0.880 million) peaks at 1.071 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Bones** (0.678 million) wins its timeslot and ranks in Sunday's top ten programmes for total viewers, 18-49s and 25-54s.

Monday

- Seven wins in news.
- Seven wins in public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 4% on Nine and up 116% on Ten.
- 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's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers.
 - Seven + 7TWO + 7mate is up 3% on Nine + Go + Gem and up 78% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 25% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	The Blacklist	#3
Today Tonight	#5	Highway Patrol	#7
Home and Away	#7	Home and Away	#8
The Blacklist	#8	Seven News	#9
Highway Patrol	#9	Today Tonight	#10
16-39s		18-49s	
Home and Away	#3	The Blacklist	#3
Highway Patrol	#5	Home and Away	#5
The Blacklist	#7	Highway Patrol	#6
Air Rescue	#9	Air Rescue	#10

- **Seven News** (1.259 million). Seven News wins network.
- **Today Tonight** (1.102 million). Today Tonight wins network.
- **Home and Away** (1.037 million) wins.
- **Highway Patrol** (1.020 million) ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **The Blacklist** (1.031 million) peaks at 1.181 million, wins its timeslot, and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers.

Tuesday

- Seven wins in news.
- Seven wins in public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers and 25-54s.
 - Seven is up 44% on Nine and up 93% on Ten in total viewers. Seven leads Nine and is up 41% 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's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 44% on Nine (Nine + Go + Gem) and up 81% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 6% on Nine and up 21% on Ten in 16-39s. Seven is up 11% on Nine and up 32% on Ten in 18-49s. Seven is up 13% on Nine and up 43% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 14% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 78% on Mornings.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.118 million). Seven News wins network.
- **Today Tonight** (0.933 million). Today Tonight wins network.
- **Home and Away** (0.974 million) wins.
- **Dancing with the Stars** (1.228 million) peaks at 1.429 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Tuesday's most-watched programme for total viewers and one of the top two most-watched programmes for 18-49s and 25-54s – 28 share in total viewers.

Wednesday

- Seven wins in news.
- Seven wins in public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 10% on Nine and up 31% on Ten.
- 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's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers.
 - Seven + 7TWO + 7mate is up 8% on Nine + Go + Gem and up 26% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 14% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 63% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Home and Away	#3
Today Tonight	#5	Seven News	#6
Home and Away	#6	Agents of SHIELD	#7
Cosentino	#9	Today Tonight	#9
16-39s		18-49s	
Home and Away	#3	Home and Away	#3
Agents of SHIELD	#6	Agents of SHIELD	#7
Cosentino	#8	Cosentino	#8
Seven News	#10	Seven News	#9

- **Seven News** (1.129 million). Seven News wins network.
- **Today Tonight** (0.975 million). Today Tonight wins network.
- **Home and Away** (0.972 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **Cosentino** (0.850 million) peaks at 1.164 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s and 18-49s.

Thursday

- Seven wins in news.
- Seven wins in public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s and 18-49s.
 - Seven is up 8% on Nine and up 41% on Ten in total viewers.
 - Seven is up 7% on Nine and up 10% on Ten in 16-39s. Seven is up 2% on Nine and up 12% on Ten in 18-49s. Seven is up 20% on Ten in 25-54s.

- Seven wins in primetime on combined audiences.
 - Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers.
 - Seven + 7TWO + 7mate leads Nine + Go + Gem and is up 42% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 49% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Home and Away	#3
Today Tonight	#3	Seven News	#4
Home and Away	#4	Today Tonight	#6
Beauty and the Geek	#10	How I Met Your Mother	#7
		Beauty and the Geek	#8
16-39s		18-49s	
Home and Away	#2	Home and Away	#2
Beauty and the Geek	#3	How I Met Your Mother	#4
How I Met Your Mother	#5	Beauty and the Geek	#5
Seven News	#10	Seven News	#6
		Today Tonight	#8

- **Seven News** (1.195 million). Seven News wins network.
- **Today Tonight** (1.023 million). Today Tonight wins network.
- **Home and Away** (0.976 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **Beauty and the Geek** (0.624 million) ranks in Thursday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers and 25-54s.
 - Seven is up 13% on Nine and up 187% on Ten in total viewers.
 - Seven is up 96% on Ten in 16-39s. Seven is up 127% on Ten in 18-49s. Seven is up 5% on Nine and up 164% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime for total viewers.
 - Seven + 7TWO + 7mate is up 3% Nine + Go + Gem and up 122% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 68% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#2
Better Homes and Gardens	#6	Top Gun	#4
Today Tonight	#7	Better Homes and Gardens	#8
		Today Tonight	#9
16-39s		18-49s	
Top Gun	#3	Top Gun	#3
Seven News	#6	Seven News	#6
Better Homes and Gardens	#8	Better Homes and Gardens	#8
		Today Tonight	#10

- Better Homes and Gardens** (0.903 million) peaks at 1.066 million, wins its timeslot 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: Top Gun** (0.578 million) wins in 16-39s, 18-49s and 25-54s and ranks in Friday's top ten most-watched programmes in all key demographics – 25 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.

Saturday

- Seven wins in breakfast television. Weekend Sunrise is up 32% on Weekend Today in total viewers across 7:00-10:00am.
- Seven wins in primetime on digital channels. 7mate is the most-watched digital channel for 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Seven News	#4
Finding Nemo	#10	Finding Nemo	#7
16-39s		18-49s	
Finding Nemo	#6	Finding Nemo	#7
Seven News	#8	Seven News	#8

- Seven News** (1.060 million).
- Saturday Night At The Movies: Finding Nemo** (0.686 million) wins in 16-39s, 18-49s and 25-54s – 31 share in 16-39s, 29 share in 18-49s and 26 share in 25-54s.