

24 November 2014

Seven Network Ratings Report

Week 47: 16 November – 22 November 2014

**SEVEN IS
NUMBER ONE.**



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 breakfast television.

- Sunrise is up 28% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 39% on Mornings in total viewers.

Seven scores in the most-watched programmes.

- Sunday Night peaks at 1.294 million and is Sunday's number one most-watched programme for total viewers and one of the top two most-watched programmes for 18-49s and 25-54s.
- Surveillance Oz peaks at 1.052 million and ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Dancing with the Stars peaks at 1.088 million, wins in total viewers, and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Criminal Minds ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Beauty and the Geek is one of Thursday's top three most-watched programmes for 16-39s and 18-49s.
- Golf on Seven – The Australian Masters dominates in total viewers across Saturday afternoon.
- AFL on Seven: International Rules: Australia vs Ireland dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

Primetime audience demographics for primary channels

| 6:00pm-midnight Week 47, 2014 | | | | | |
|-------------------------------|-------|-------|-------|-------|------|
| Audience shares | Seven | Nine | Ten | ABC | SBS |
| All People | 17.9% | 19.5% | 12.0% | 13.6% | 4.7% |
| 16-39s | 15.6% | 21.8% | 14.3% | 6.7% | 3.9% |
| 18-49s | 16.7% | 21.1% | 14.7% | 7.9% | 4.0% |
| 25-54s | 17.3% | 21.0% | 14.6% | 9.0% | 4.2% |

Primetime audience demographics for digital channels

| 6:00pm-midnight Week 47, 2014 | | | | |
|-------------------------------|-------|--------|--------|--------|
| Audience shares | Total | 16-39s | 18-49s | 25-54s |
| 7TWO | 5.4% | 1.8% | 2.5% | 3.0% |
| 7mate | 4.3% | 7.0% | 6.4% | 6.1% |
| GO! | 6.3% | 9.1% | 7.9% | 7.2% |
| Gem | 3.8% | 2.9% | 3.1% | 3.1% |
| One: | 2.9% | 3.4% | 3.5% | 3.5% |
| Eleven | 3.2% | 5.9% | 5.0% | 4.5% |
| ABC2: | 3.0% | 3.8% | 3.4% | 3.0% |
| ABC3 | 0.8% | 0.7% | 0.7% | 0.6% |
| ABC News 24 | 1.3% | 0.9% | 1.0% | 1.0% |
| SBS2 | 1.0% | 1.6% | 1.5% | 1.3% |
| NITV | 0.4% | 0.5% | 0.5% | 0.5% |

Primetime audience demographics for combined audiences of all channels.

| 6:00pm-midnight Week 47, 2014 | | | | | |
|-------------------------------|-------|-------|-------|-------|------|
| Audience shares | Seven | Nine | Ten | ABC | SBS |
| All People | 27.6% | 29.6% | 18.1% | 18.7% | 6.1% |
| 16-39s | 24.5% | 33.7% | 23.6% | 12.1% | 6.1% |
| 18-49s | 25.7% | 32.1% | 23.2% | 13.0% | 6.0% |
| 25-54s | 26.4% | 31.3% | 22.6% | 13.6% | 6.0% |

FTA Channels and Total TV

Copyright Ozdam 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 and 25-54s.
 - Seven is up 9% on Nine and up 57% on Ten in total viewers.
 - Seven is up 16% on Ten in 16-39s. Seven is up 27% on Ten in 18-49s. Seven is up 6% on Nine and up 37% 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 5% on Nine (Nine + Go + Gem) and up 41% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 4% on Ten in 18-49s. Seven leads Nine and is up 16% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise is up 17% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

| | | | |
|-------------------|----|-------------------|----|
| All People | | 25-54s | |
| Sunday Night | #1 | Sunday Night | #2 |
| Seven News | #2 | Seven News | #3 |
| Surveillance Oz | #5 | Surveillance Oz | #4 |
| 16-39s | | 18-49s | |
| Sunday Night | #5 | Sunday Night | #2 |
| Surveillance Oz | #6 | Surveillance Oz | #6 |
| Seven News | #8 | Seven News | #7 |
| | | The Big Adventure | #9 |

- **Seven News** (1.127 million). Seven News wins network – up 59,000 viewers on Nine News, a 6% audience advantage.
- **Sunday Night** (1.127 million) peaks at 1.294 million and is Sunday's number one most-watched programme for total viewers and one of the top two most-watched programmes for 18-49s and 25-54s – 26 share in total viewers and 26 share in 25-54s.
- **Surveillance Oz** (0.877 million) peaks at 1.052 million and ranks in Sunday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in breakfast television. Sunrise is up 45% on Today.
- Seven wins in morning television. The Morning Show is up 71% on Mornings.
- 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 | #6 | The Blacklist | #5 |
| Seven News – Today Tonight | #8 | Home and Away | #7 |
| | | Highway Patrol | #9 |
| 16-39s | | 18-49s | |
| Home and Away | #5 | Home and Away | #5 |
| Highway Patrol | #6 | The Blacklist | #6 |
| Nabbed | #7 | Highway Patrol | #7 |
| | | Nabbed | #9 |

Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 22% on Nine and up 39% on Ten.
- 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 7% on Nine (Nine + Go + Gem) and up 39% on Ten (Ten + One + Eleven) in total viewers. Seven leads Nine and is up 5% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise is up 35% on Today.
- Seven wins in morning television. The Morning Show is up 34% on Mornings.
- Seven scores in the most-watched programmes:

| | | | |
|----------------------------|-----|----------------------------|----|
| All People | | 25-54s | |
| Seven News | #2 | Home and Away | #3 |
| Seven News – Today Tonight | #4 | Dancing with the Stars | #4 |
| Dancing with the Stars | #5 | Seven News – Today Tonight | #8 |
| Home and Away | #6 | Seven News | #9 |
| 16-39s | | 18-49s | |
| Home and Away | #2 | Home and Away | #2 |
| Dancing with the Stars | #10 | Dancing with the Stars | #5 |

- **Home and Away** (0.830 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **Dancing with the Stars** (0.907 million) peaks at 1.088 million, wins in total viewers, and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in breakfast television. Sunrise is up 20% on Today.
- Seven wins in morning television. The Morning Show is up 17% on Mornings.
- Seven scores in the most-watched programmes:

| | | | |
|----------------------------|-----|----------------------------|-----|
| All People | | 25-54s | |
| Seven News | #2 | Home and Away | #3 |
| Seven News – Today Tonight | #3 | Seven News | #4 |
| Home and Away | #5 | Seven News – Today Tonight | #5 |
| Criminal Minds | #8 | Criminal Minds | #6 |
| Air Rescue | #10 | Air Rescue | #7 |
| | | Criminal Minds | #8 |
| 16-39s | | 18-49s | |
| Home and Away | #3 | Home and Away | #3 |
| Seven News – Today Tonight | #6 | Criminal Minds | #4 |
| Air Rescue | #7 | Seven News – Today Tonight | #5 |
| Criminal Minds | #9 | Seven News | #6 |
| Seven News | #10 | Air Rescue | #9 |
| | | Criminal Minds | #10 |

- **Seven News** (1.088 million).
- **Seven News – Today Tonight** (1.043 million).
- **Home and Away** (0.815 million) is one of Wednesday's top ten three most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Criminal Minds** (0.702 million) 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 combined audiences.
 - Seven + 7TWO + 7mate is number 1 for 18-49s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.

- Seven wins in breakfast television. Sunrise is up 21% on Today.
- Seven wins in morning television. The Morning Show is up 24% on Mornings.
- Seven scores in the most-watched programmes:

| | | | |
|----------------------------|-----|----------------------------|----|
| All People | | 25-54s | |
| Seven News – Today Tonight | #3 | Home and Away | #2 |
| Seven News | #4 | Seven News – Today Tonight | #6 |
| Home and Away | #6 | Beauty and the Geek | #9 |
| 16-39s | | 18-49s | |
| Home and Away | #1 | Home and Away | #1 |
| Beauty and the Geek | #3 | Beauty and the Geek | #2 |
| Beauty and the Geek | #4 | | |
| Ink Master on 7mate | #10 | | |

- **Home and Away** (0.784 million) is Thursday's most-watched programme for 16-39s and 18-49s.
- **Beauty and the Geek** (0.513 million) is one of Thursday's top three most-watched programmes for 16-39s and 18-49s.

Friday

- Seven wins in breakfast television. Sunrise is up 22% on Today.
- Seven wins in morning television. The Morning Show is up 56% on Mornings.
- Seven scores in the most-watched programmes:

| | | | |
|----------------------------|----|----------------------------|----|
| All People | | 25-54s | |
| Seven News | #3 | Seven News | #3 |
| Seven News – Today Tonight | #4 | Better Homes and Gardens | #4 |
| Better Homes and Gardens | #5 | Seven News – Today Tonight | #5 |
| 16-39s | | 18-49s | |
| Better Homes and Gardens | #7 | Better Homes and Gardens | #6 |
| Seven News – Today Tonight | #8 | Seven News – Today Tonight | #7 |
| | | Seven News | #8 |

Saturday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 5% on Nine and up 48% on Ten.
- 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 7% on Nine (Nine + Go + Gem) and up 70% on Ten (Ten + One + Eleven) in total viewers.
 - Seven ties with Nine and is up 38% on Ten in 16-39s. Seven leads Nine and is up 32% on Ten in 18-49s. Seven leads Nine and is up 30% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 27% on Weekend Today across 7:00-10:00am.

- Seven scores in the most-watched programmes:

| | | | | |
|------------------------|-----|--|------------------------|-----|
| All People | | | 25-54s | |
| Seven News | #1 | | Seven News | #4 |
| | | | International Rules | #8 |
| | | | Happy Gilmore on 7mate | #10 |
| 16-39s | | | 18-49s | |
| Happy Gilmore on 7mate | #5 | | Seven News | #3 |
| International Rules | #6 | | International Rules | #4 |
| Seven News | #7 | | Happy Gilmore on 7mate | #7 |
| The Pirates | #10 | | Weekend Sunrise | #10 |

- Golf on Seven – The Australian Masters** dominates in total viewers across Saturday afternoon.
- Seven News** (0.777 million). Seven News wins network – up 52,000 viewers on Nine News, a 7% audience advantage.
- AFL on Seven: International Rules: Australia vs Ireland** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 26 share in total viewers, 30 share in 16-39s, 28 share in 18-49s and 25 share in 25-54s.

Live and As-Live Data

Week 47 Primetime Shares

| | |
|--------|-------|
| ABC1: | 13.6% |
| Seven: | 17.9% |
| Nine: | 19.5% |
| Ten: | 12.0% |
| SBS1: | 4.7% |

| | |
|--------------|------|
| ABC2: | 3.0% |
| ABC3: | 0.8% |
| ABC News 24: | 1.3% |
| 7TWO: | 5.4% |
| 7mate: | 4.3% |
| GO!: | 6.3% |
| Gem: | 3.8% |
| One: | 2.9% |
| Eleven: | 3.2% |
| SBS2: | 1.0% |
| NITV: | 0.4% |

Week 47 Combined Multiple Channels Primetime Shares

| | |
|--------|-------|
| ABC1: | 18.7% |
| Seven: | 27.6% |
| Nine: | 29.6% |
| Ten: | 18.1% |
| SBS: | 6.1% |

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