

# SEVEN IS NUMBER ONE.



## Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s across summer

- Seven dominates in total viewers and in all key audience demographics across primetime over summer.
- Seven is the most-watched channel for total viewers, 16-39s, 18-49s and 25-54s in primetime across summer.

### 6:00pm-10:30pm 2012-2013 Summer Audience shares

	Seven	Nine	Ten
All People	42.6%	35.9%	21.5%
16-39s	38.5%	33.5%	28.0%
18-49s	38.7%	35.0%	26.2%
25-54s	38.9%	36.0%	25.0%

- 7TWO is the most-watched digital channel for total viewers in primetime across summer.

### 6:00pm-10:30pm 2012-2013 Summer Audience shares

	7TWO	7mate	Go	Gem	One	Eleven
All People	5.6%	4.0%	4.8%	4.4%	3.6%	4.4%
16-39s	2.8%	5.6%	6.3%	4.2%	3.9%	6.1%
18-49s	3.0%	5.3%	5.8%	3.9%	4.1%	5.6%
25-54s	3.3%	5.0%	5.5%	4.0%	4.1%	5.2%

- Seven's broadcast platform of Seven + 7TWO + 7mate is the most-watched broadcast television platform in primetime for total viewers, 16-39s, 18-49s and 25-54s across summer.

### 6:00pm-10:30pm 2012-2013 Summer Audience shares

	Seven	Nine	Ten
All People	40.8%	35.4%	23.7%
16-39s	35.8%	34.3%	29.9%
18-49s	36.3%	35.1%	28.6%
25-54s	36.7%	35.7%	27.6%

Data: Consolidated (Live + As Live + TSV) prior last 7 days and Overnight (Live + As Live) for latest week. Week 6, 2013: W/C 03/02/13. Preliminary data as at 10/2/13. Note: Primary Channels for Seven, Nine and TEN (excludes 7TWO, 7mate, GO!, Gem, ONE and ELEVEN).

Data: Consolidated (Live + As Live + TSV) prior last 7 days and Overnight (Live + As Live) for latest week. Week 6, 2013: W/C 03/02/13. Preliminary data as at 10/2/13. Combined/TTL includes Primary + Digital Channels (eg: Seven TTL = Seven + 7TWO + 7mate),

Data: Consolidated (Live + As Live + TSV) prior to last 7 days and Overnight (Live + As Live) for latest week. Wk 6, 2013: W/C 03/02/13. Preliminary data as at 10/2/13. Commercial Digital Channels only: 7TWO, 7mate, GO!, Gem, ONE and ELEVEN (excludes Primary Channels and other FTA non Commercial Digital Channels, ABC and SBS).

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