



Seven dominates Australian television in 2014

Seven secures eighth consecutive year of leadership

Seven is number one in primetime

Seven dominates the most-watched events and most-watched programmes

Seven is number one across breakfast and morning television

Seven confirms leadership in sports television

30 November 2014 --- Seven is Australia's most-watched television network in 2014.

In a year of major events, Seven continues to dominate the broadcast television landscape. Seven is the most-watched network on primary channels and combined audiences of primary and digital channels.

This is Seven's eighth consecutive year of market leadership in primetime.

Building on this leadership in primetime, Seven is number I in breakfast television for the eleventh consecutive year and number I in morning television for the eighth consecutive year.

Seven dominates the most-watched events – with My Kitchen Rules the most-watched primetime event on television in 2014 and AFL on Seven: The Grand Final the most-watched sports event.

Two new projects for Seven have also underpinned the network's performance in 2014: INXS: Never Tear Us Apart and The Killing Field.

Driven by My Kitchen Rules, House Rules and The X Factor, Seven dominates the most-watched series on television with 5 of the top 10, 8 of the top 20 and 16 of the top 40 programmes. A Place To Call Home and Downton Abbey dominated Sunday nights.

Commenting, Seven's Director of Programming, Angus Ross, said: "Seven is all about consistency and trust. With the right mix of Australian-made programming, live sport and the best of international programming, Seven is number one for the eighth year in a row. You can't get much more consistent than that. We also continue to acknowledge the leadership of Sunrise and The Morning Show across breakfast and morning television."

Commenting, Seven's Director of Production, Brad Lyons, said "We've made more local shows this year than ever before and the audiences have demonstrated they love it. My Kitchen Rules is the number one programme of the year and House Rules continues to build as the biggest new franchise. Our success with INXS and The Killing Field, the continuing delivery of Better Homes and Gardens and the massive inroads we have delivered at 5.30pm with Million Dollar Minute coupled with Home and Away's extraordinary performance at 7:00pm underline our 2014. We're looking forward to 2015."

Seven dominates the most-watched programmes.

Seven scores 5 of the top 10, 8 of the top 20, 16 of the top 40 and 20 of the top 50 most-watched regular programmes on television.

My Kitchen Rules (1.917 million), House Rules (1.582 million) and The X Factor (1.212 million) dominate the most-watched programmes in 2014. Downton Abbey (1.292 million) and A Place To Call Home (1.154 million) delivered on Sundays. Winners and Losers (1.034 million) underpinned Seven's Tuesdays.

The final of My Kitchen Rules delivers 2.712 million. The final of The X Factor delivers 1.619 million. The final of House Rules delivers 2.070 million. INXS: Never Tear Us Apart (2.243 million) and The Killing Field (1.405 million) underline Seven's leadership in Australian drama production.

Seven dominates the most-watched sports events.

The AFL Grand Final on Seven (2.828 million) is the most-watched event overall and the most-watched sports event in 2014.

The Melbourne Cup on Seven (2.184 million), The Australian Open on Seven: The Men's Final (1.687 million), The Australian Open on Seven: The Women's Final (1.388 million) and V8s on Seven: The Bathurst 1000 (1.357 million) deliver outstanding performances.

Seven dominates breakfast television.

Sunrise delivers another win in breakfast television. Sunrise is up 20% on Today across Monday-Friday. Weekend Sunrise dominates Weekend Today across Saturday and Sunday. This is Sunrise's eleventh consecutive year of leadership in breakfast television.

Seven dominates morning television.

The Morning Show delivers another win in morning television. The Morning Show is up 43% on Mornings across 9:00-11:00am Monday-Friday. This is The Morning Show's eighth consecutive year of leadership in morning television.

Seven delivers a double win in primetime

Seven's primary channel is number 1 in primetime. Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime across 2014.

Seven is set for 2015.

New on Seven on 2015: 800 Words, Winter, Australia: The Story of Us, Catching Milat, Gallipoli: The Power of Ten, Restaurant Revolution, Aquarius, Battle Creek, Heroes: Reborn, Houdini, How to Get Away with Murder, Marry Me, Odyssey, Red Band Society, State of Affairs, The Whispers, Mesmerised, Katherine Mills: Mind Games, My Ireland with Colin, What Really Happens in Thailand.

Returning to Seven in 2015: Home and Away, House Rules, My Kitchen Rules, Downton Abbey, The Blacklist, Revenge, Anh Does Italy, My France with Manu, Better Homes and Gardens, The X Factor, Resurrection, Winners and Losers, Mr Selfridge, Dancing with the Stars, Million Dollar Minute, Border Security, Highway Patrol, Criminal Minds, Scandal, Suits, Parenthood, Grey's Anatomy, Bones, Castle, Marvel's Agents of S.H.I.E.L.D and The Amazing Race.

Leadership in Sports for 2015 and 2016

Seven is focused on delivering the biggest sports events to all Australians.

Seven will broadcast the Games of the XXXI Olympiad in Rio de Janeiro in 2016, the XXIII Olympic Winter Games in PyeongChang in 2018, the Games of the XXXII Olympiad in Tokyo in 2020. There is also an option which, if exercised, extends the rights to include the XXIV Olympic Winter Games in 2022 and the XXXIII Olympic Games in 2024. And Seven's agreement for all-encompassing coverage of the Commonwealth Games on the Gold Coast in 2018 builds on this long-term commitment to the Olympic Games and Olympic Winter Games, and joins the National Football League, including the Super Bowl, The US Masters and Wimbledon as major international sports franchises for Seven.

Seven also has all-encompassing agreements for coverage of the Australian Football League Premiership Season, Finals Series, the Grand Final and Brownlow Medal, the Bathurst 12 Hour Endurance Race, all major horse racing events including the Sydney Easter Carnival, the Melbourne Spring Carnival and the Melbourne Cup Carnival, the Sydney-Hobart Yacht Race, all major Australian golf tournaments, including the Open and the Masters, all major iron man and triathlon events, and all major tennis tournaments in Australia including The Australian Open and The Davis Cup.

Seven leads the primetime scoreboard in 2014

Seven - Combined Channels	30.4%
Nine – Combined Channels	29.2%
Ten – Combined Channels	17.9%
ABC – Combined Channels	17.4%
SBS – Combined Channels	5.2%
Seven	21.8%
Nine	21.2%
Ten	11.9%
ABCI	12.7%
SBS ONE	4.1%

7TWO	4.6%
7mate	4.0%
GO!	4.6%
Gem	3.4%
ONE	3.0%
ELEVEN	3.0%
ABC2	2.7%
ABC3	0.9%
ABC News 24	1.1%
SBS 2	0.9%
NITV	0.1%

Seven Delivers in the Top 50 Most-Watched Series in 2014

Delivering for Seven in 2014: My Kitchen Rules, The X Factor, Downtown Abbey, A Place To Call Home, The Blacklist, House Rules, Revenge, Dancing with the Stars, Sunday Night, The Force, Winners and Losers, Border Security, Highway Patrol, Home and Away, Bones, Better Homes and Gardens, Resurrection and Criminal Minds.

ı	MY KITCHEN RULES - TUESDAY	7	1,917,000
2	MY KITCHEN RULES - MONDAY	7	1,911,000
3	THE VOICE - TUESDAY	9	1,892,000
4	MY KITCHEN RULES - WEDNESDAY	7	1,856,000
5	THE VOICE - SUNDAY	9	1,851,000
6	MY KITCHEN RULES – SUNDAY	7	1,766,000
7	THE BLOCK: FANS V FAVES – SUNDAY	9	1,658,000
8	THE BLOCK GLASSHOUSE – SUNDAY	9	1,632,000
9	HOUSE RULES - REVEAL	7	1,582,000
10	THE VOICE - MONDAY	9	1,563,000
11	LOVE CHILD	9	1,466,000
12	HOUSE RULES - TUESDAY	7	1,428,000
13	THE BLOCK: FANS V FAVES – TUESDAY	9	1,412,000
14	THE BLOCK: FANS V FAVES - MONDAY	9	1,411,000
15	HOUSE RULES - WEDNESDAY	7	1,386,000
16	THE BLOCK: FANS V FAVES – THURSDAY	9	1,378,000
17	THE BLOCK GLASSHOUSE – MONDAY	9	1,368,000
18	HOUSE RULES – SUNDAY	7	1,345,000
19	THE BIG BANG THEORY – MONDAY	9	1,331,000
20	THE BIG BANG THEORY – TUESDAY	9	1,322,000

21	THE BLOCK: FANS V FAVES – WEDNESDAY	9	1,305,000
22	THE BLOCK GLASSHOUSE – TUESDAY	9	1,294,000
23	DOWNTON ABBEY	7	1,292,000
24	THE VOICE KIDS	9	1,277,000
25	SEVEN NEWS – SUNDAY	7	1,253,000
26	DOC MARTIN	ABC	1,242,000
27	NINE NEWS - SUNDAY	9	1,241,000
28	60 MINUTES	9	1,235,000
29	FAT TONY & CO – EPISODE 2	9	1,227,000
30	THE BLOCK GLASSHOUSE – THURSDAY	9	1,222,000
31	FAT TONY & CO	9	1,214,000
32	THE X FACTOR – SUNDAY	7	1,212,000
33	THE X FACTOR – TUESDAY	7	1,206,000
34	THE BLOCK GLASSHOUSE – WEDNESDAY	9	1,194,000
35	THE X FACTOR - LIVE RESULTS	7	1,188,000
36	DEATH IN PARADISE	ABC	1,173,000
37	THE X FACTOR - LIVE PERFORMANCE	7	1,164,000
38	A PLACE TO CALL HOME	7	1,154,000
39	SUNDAY NIGHT	7	1,154,000
40	HAMISH & ANDY'S GAP YEAR SOUTH AMERICA	9	1,142,000
41	NINE NEWS	9	1,114,000
42	MASTERCHEF AUSTRALIA – THURSDAY	TEN	1,108,000
43	MIDSOMER MURDERS	ABC	1,094,000
44	SEVEN NEWS	7	1,087,000
45	HOUSE HUSBANDS	9	1,060,000
46	THE DOCTOR BLAKE MYSTERIES	ABC	1,054,000
47	NINE NEWS 6:30	9	1,048,000
48	REVENGE	7	1,046,000
49	THE BLACKLIST	7	1,036,000
50	WINNERS & LOSERS	7	1,034,000

Seven Delivers in the Top 50 Most-Watched Events in 2014

Delivering for Seven in 2014: My Kitchen Rules, AFL on Seven, The X Factor. The Melbourne Cup, House Rules, V8s on Seven: The Bathurst 1000, the Australian Open, INXS: Never Tear Us Apart and The Killing Field, with My Kitchen Rules the single most-watched primetime event on television and AFL on Seven: The Grand Final the most-watched event overall and the most-watched sports event.

1	AFL ON SEVEN - THE GRAND FINAL	7	2,828,000
2	MY KITCHEN RULES - WINNER	7	2,712,000
3	THE BLOCK GLASSHOUSE - WINNER	9	2,687,000
4	RUGBY LEAGUE GRAND FINAL	9	2,621,000
5	STATE OF ORIGIN II - MATCH	9	2,600,000
6	AFL ON SEVEN – THE GRAND FINAL: PRESENTATIONS	7	2,565,000
7	STATE OF ORIGIN I- MATCH	9	2,530,000
8	MY KITCHEN RULES - GRAND FINAL	7	2,408,000
9	THE BLOCK GLASSHOUSE - AUCTION	9	2,379,000
10	THE BLOCK: FANS V FAVES - AUCTIONS	9	2,271,000
П	THE BLOCK: FANS V FAVES - WINNER	9	2,265,000
12	INXS: NEVER TEAR US APART - PART I	7	2,243,000
13	THE VOICE - LAUNCH	9	2,229,000
14	AFL ON SEVEN – THE GRAND FINAL: ON THE GROUND	7	2,188,000
15	MELBOURNE CUP ON SEVEN - THE RACE	7	2,184,000
16	INXS: NEVER TEAR US APART - PART 2	7	2,081,000
17	HOUSE RULES - WINNER	7	2,070,000
18	STATE OF ORIGIN III- MATCH	9	2,057,000
19	THE BLOCK: FANS V FAVES - GRAND FINAL	9	1,999,000
20	AFL ON SEVEN – THE GRAND FINAL: POST MATCH	7	1,841,000
21	THE BLOCK GLASSHOUSE - GRAND FINAL	9	1,833,000
22	HOUSE RULES - GRAND FINAL	7	1,785,000
23	RUGBY LEAGUE GRAND FINAL - PRESENTATION	9	1,768,000
24	MASTERCHEF AUSTRALIA - WINNER	TEN	1,749,000
25	2014 FIFA WORLD CUP LIVE: CHILE V AUSTRALIA	SBS ONE	1,741,000
26	THE VOICE - GRAND FINAL	9	1,727,000
27	AFL ON SEVEN – THE GRAND FINAL: PRE MATCH	7	1,711,000
28	STATE OF ORIGIN I - PRE MATCH	9	1,703,000
29	STATE OF ORIGIN II - PRE MATCH	9	1,699,000
30	MASTERCHEF AUSTRALIA - FINALE NIGHT	TEN	1,696,000

31	AUSTRALIAN OPEN ON SEVEN - MEN'S FINAL	7	1,687,000
32	MELBOURNE CUP ON SEVEN - RACE PRESENTATION	7	1,656,000
33	THE X FACTOR - GRAND FINAL: WINNER	7	1,619,000
34	THE VOICE - GRAND FINAL -WINNER	9	1,579,000
35	THE ASHES: FOURTH TEST - AUSTRALIA V ENGLAND SESSION 2	9	1,551,000
36	RUGBY LEAGUE GRAND FINAL - ENTERTAINMENT	9	1,495,000
37	MELBOURNE CUP ON SEVEN -THE MOUNTING YARD	7	1,453,000
38	THE BACHELOR AUSTRALIA - THE FINAL DECISION	TEN	1,436,000
39	THE BLOCK GLASSHOUSE - LAUNCH	9	1,434,000
40	THE X FACTOR - GRAND FINAL	7	1,419,000
41	THE KILLING FIELD	7	1,405,000
42	AUSTRALIAN OPEN ON SEVEN - WOMEN'S FINAL	7	1,388,000
43	STATE OF ORIGIN III - PRE MATCH	9	1,384,000
44	MY FRANCE WITH MANU	7	1,369,000
45	NEW YEAR'S EVE: MIDNIGHT FIREWORKS	ABC	1,366,000
46	AUSTRALIAN OPEN ON SEVEN - MEN'S FINAL PRESENTATION	7	1,360,000
47	V8s ON SEVEN - THE BATHURST 1000	7	1,357,000
48	THE X FACTOR GRAND FINAL - PERFORMANCE	7	1,356,000
49	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2014 - RACE	TEN	1,355,000
50	THE ASHES: FOURTH TEST - AUSTRALIA V ENGLAND SESSION I	9	1,299,000

Seven Dominates Regular Programmes on Metropolitan and Regional Combined Audiences

Seven dominates the most-watched regular programmes on television when taking in metropolitan and regional combined audiences. My Kitchen Rules and House Rules coupled with The X Factor, Downton Abbey and a Place To Call Home drive home Seven's leadership across 2014.

- 1	MY KITCHEN RULES – TUESDAY	7	2,801,000
2	MY KITCHEN RULES – MONDAY	7	2,773,000
3	MY KITCHEN RULES – WEDNESDAY	7	2,688,000
4	THE VOICE – TUESDAY	9	2,655,000
5	MY KITCHEN RULES – SUNDAY	7	2,580,000
6	THE VOICE – SUNDAY	9	2,563,000
7	HOUSE RULES - REVEAL	7	2,500,000
8	THE BLOCK GLASSHOUSE – SUNDAY	9	2,348,000
9	THE BLOCK: FANS V FAVES – SUNDAY	9	2,305,000
10	HOUSE RULES – TUESDAY	7	2,258,000

п	HOUSE RULES – WEDNESDAY	7	2,192,000
12	HOUSE RULES - SUNDAY	7	2,165,000
13	THE VOICE – MONDAY	9	2,155,000
14	LOVE CHILD	9	2,122,000
15	THE BLOCK: FANS V FAVES - MONDAY	9	1,994,000
16	THE BLOCK GLASSHOUSE – MONDAY	9	1,980,000
17	THE BLOCK: FANS V FAVES – TUESDAY	9	1,971,000
18	THE BLOCK: FANS V FAVES – THURSDAY	9	1,956,000
19	THE BIG BANG THEORY – MONDAY	9	1,929,000
20	DOWNTON ABBEY	7	1,912,000
21	THE X FACTOR – TUESDAY	7	1,896,000
22	THE BIG BANG THEORY - TUESDAY	9	1,880,000
23	THE X FACTOR – SUNDAY	7	1,879,000
24	THE BLOCK GLASSHOUSE – TUESDAY	9	1,861,000
25	DOC MARTIN	ABC	1,852,000
26	THE X FACTOR - LIVE RESULTS	7	1,848,000
27	THE BLOCK: FANS V FAVES – WEDNESDAY	9	1,845,000
28	THE X FACTOR - LIVE PERFORMANCE	7	1,824,000
29	A PLACE TO CALL HOME	7	1,822,000
30	SUNDAY NIGHT	7	1,805,000
31	NINE NEWS - SUNDAY	9	1,795,000
32	THE VOICE KIDS	9	1,794,000
33	DEATH IN PARADISE	ABC	1,775,000
34	THE BLOCK GLASSHOUSE – THURSDAY	9	1,764,000
35	THE BLOCK GLASSHOUSE – WEDNESDAY	9	1,763,000
36	SEVEN NEWS – SUNDAY	7	1,726,000
37	60 MINUTES	9	1,722,000
38	MIDSOMER MURDERS	ABC	1,684,000
39	SEVEN NEWS	7	1,674,000
40	FAT TONY & CO	9	1,662,000
41	FAT TONY & CO – EPISODE 2	9	1,647,000
42	NINE NEWS	9	1,611,000
43	HAMISH & ANDY'S GAP YEAR SOUTH AMERICA	9	1,586,000
44	FOYLE'S WAR	ABC	1,578,000
45	WINNERS & LOSERS	7	1,577,000
46	THE BLACKLIST	7	1,576,000
47	THE DOCTOR BLAKE MYSTERIES	ABC	1,565,000
48	REVENGE	7	1,554,000
49	ANZAC GIRLS	ABC	1,540,000
50	RESURRECTION	7	1,534,000

Seven Dominates Major Events on Metropolitan and Regional Combined Audiences

Seven delivers in the biggest audiences for major events in 2014 across metropolitan and regional markets, led by My Kitchen Rules and House, The X Factor, INXS: Never Tear Us Apart, AFL on Seven: The Grand Final, The Melbourne Cup on Seven and The Australian Open on Seven

1	STATE OF ORIGIN II - MATCH	9	4,064,000
2	RUGBY LEAGUE GRAND FINAL	9	4,015,000
3	STATE OF ORIGIN I - MATCH	9	3,981,000
4	MY KITCHEN RULES - WINNER	7	3,869,000
5	AFL ON SEVEN – THE GRAND FINAL	7	3,733,000
6	THE BLOCK GLASSHOUSE - WINNER	9	3,710,000
7	MY KITCHEN RULES - GRAND FINAL	7	3,459,000
8	AFL ON SEVEN – THE GRAND FINAL: PRESENTATIONS	7	3,389,000
9	THE BLOCK GLASSHOUSE - AUCTION	9	3,307,000
10	STATE OF ORIGIN III	9	3,273,000
11	THE BLOCK: FANS V FAVES - WINNER	9	3,272,000
12	THE BLOCK: FANS V FAVES - AUCTIONS	9	3,254,000
13	INXS: NEVER TEAR US APART - PART I	7	3,238,000
14	HOUSE RULES - WINNER	7	3,214,000
15	MELBOURNE CUP ON SEVEN - THE RACE	7	3,118,000
16	THE VOICE - LAUNCH	9	3,025,000
17	INXS: NEVER TEAR US APART - PART 2	7	2,956,000
18	THE BLOCK: FANS V FAVES - GRAND FINAL	9	2,858,000
19	AFL ON SEVEN – THE GRAND FINAL: ON THE GROUND	7	2,843,000
20	HOUSE RULES - GRAND FINAL	7	2,821,000
21	STATE OF ORIGIN I - PRE MATCH	9	2,790,000
22	RUGBY LEAGUE GRAND FINAL - PRESENTATION	9	2,775,000
23	STATE OF ORIGIN II - PRE MATCH	9	2,638,000
24	THE VOICE GRAND FINAL - WINNER	9	2,538,000
25	THE BLOCK GLASSHOUSE - GRAND FINAL	9	2,523,000
26	AFL ON SEVEN - THE GRAND FINAL: POST MATCH	7	2,493,000
27	THE VOICE - GRAND FINAL	9	2,388,000
28	THE X FACTOR GRAND FINAL - WINNER	7	2,384,000
29	AUSTRALIAN OPEN ON SEVEN - MEN'S FINAL	7	2,381,000
30	MELBOURNE CUP ON SEVEN -RACE PRESENTATION	7	2,340,000
31	THE ASHES: FOURTH TEST - AUSTRALIA V ENGLAND SESSION 2	9	2,337,000
32	2014 FIFA WORLD CUP LIVE: CHILE V AUSTRALIA	SBS ONE	2,276,000
33	RUGBY LEAGUE GRAND FINAL - ENTERTAINMENT	9	2,267,000
34	STATE OF ORIGIN III - PRE MATCH	9	2,267,000
35	MASTERCHEF AUSTRALIA - WINNER	TEN	2,207,000

36	AFL ON SEVEN – THE GRAND FINAL: PRE MATCH ENTERTAINMENT	7	2,198,000
37	V8s ON SEVEN - THE BATHURST 1000	7	2,196,000
38	THE KILLING FIELD	7	2,185,000
39	THE X FACTOR - GRAND FINAL	7	2,123,000
40	MASTERCHEF AUSTRALIA - FINALE NIGHT	TEN	2,118,000
41	MELBOURNE CUP ON SEVEN - THE MOUNTING YARD	7	2,084,000
42	THE BLOCK GLASSHOUSE - LAUNCH	9	2,069,000
43	THE X FACTOR GRAND FINAL - PERFORMANCE	7	2,051,000
44	MY FRANCE WITH MANU	7	2,010,000
45	STATE OF ORIGIN RUGBY LEAGUE II - POST MATCH	9	1,912,000
46	AUSTRALIAN OPEN ON SEVEN - WOMEN'S FINAL	7	1,909,000
47	THE ASHES: FOURTH TEST - AUSTRALIA V ENGLAND SESSION I	9	1,901,000
48	AUSTRALIAN OPEN ON SEVEN - NIGHT 10	7	1,893,000
49	AUSTRALIAN OPEN ON SEVEN - NIGHT 12	7	1,886,000
50	AUSTRALIAN OPEN ON SEVEN - MEN'S FINAL PRESENTATION	7	1,864,000

Oztam Data. Copyright. Live + Consolidated

Audience Shares are 6:00pm-midnight Weeks 7-48 (Excluding Easter)

Regular Series Programme Rankings (including Breakfast and Morning Television) are Weeks 7-48 (Excluding Easter)

One-off Event Rankings are Weeks 1-48, 2014