

16 June 2014

Seven Network Ratings Report

Week 24: 8 June – 14 June 2014

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules dominates and is Australia's number one most-watched programme.
- Home and Away is Australia's most-watched drama series.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers, 16-39s, 18-49s and 25-54s.

Seven wins in news and public affairs.

- Seven News leads Nine News at 6:00pm.
- Seven News – Today Tonight leads Nine News at 6:30pm.

Seven wins in breakfast television.

- Sunrise is up 24% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 40% on Mornings in total viewers.

Seven scores in the most-watched programmes:

- | | |
|---------------------------|---------------|
| - House Rules – Reveal | 2.845 million |
| - House Rules – Wednesday | 2.391 million |
| - House Rules – Tuesday | 2.252 million |
| - Seven News – Sunday | 2.003 million |
| - House Rules – Sunday | 1.984 million |
| - Seven News – Saturday | 1.793 million |
| - Sunday Night | 1.760 million |
| - Seven News | 1.628 million |
| - Home and Away | 1.522 million |



- A Place To Call Home 1.491 million
- Revenge 1.387 million
- Better Homes and Gardens 1.374 million
- What Really Happens in Bali 1.311 million

Metropolitan + Regional Combined: Audiences

Seven delivers across primetime.

- House Rules peaks at 1.412 million and is one of Sunday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.353 million, has more viewers than 60 Minutes and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- A Place To Call Home wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers.
- House Rules delivers a record audience, leads The Voice, peaks at 2.140 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Revenge dominates in total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.612 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- What Really Happens in Bali wins in total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.800 million and is Wednesday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- The Goldbergs wins in total viewers, 16-39s, 18-49s and 25-54s.
- AFL on Seven: Friday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts.

Live and As-Live Data

Week 24 Primetime Shares

ABC1:	11.5%
Seven:	23.8%
Nine:	20.2%
Ten:	12.1%
SBS1:	3.8%

ABC2:	2.8%
ABC3:	0.9%
ABC News 24:	1.0%
7TWO:	4.4%
7mate:	4.2%
GO!:	5.1%
Gem:	3.3%
One:	2.6%
Eleven:	2.9%
SBS2:	1.1%
NITV:	0.2%

Week 24 Combined Multiple Channels Primetime Shares

ABC1:	16.3%
Seven:	32.4%
Nine:	28.6%
Ten:	17.7%
SBS:	5.1%

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

Primetime audience demographics for primary channels

6:00pm-midnight Week 24, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	23.8%	20.2%	12.1%	11.5%	3.8%
16-39s	24.4%	20.0%	15.9%	4.3%	2.7%
18-49s	23.9%	21.0%	15.1%	5.3%	3.0%
25-54s	23.7%	21.9%	14.4%	6.4%	3.4%

Primetime audience demographics for digital channels

6:00pm-midnight Week 24, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.4%	2.0%	2.3%	2.6%
7mate	4.2%	6.7%	6.1%	5.7%
GO!	5.1%	7.2%	6.6%	5.9%
Gem	3.3%	3.0%	3.1%	3.2%
GO!	2.6%	3.0%	3.3%	3.2%
Eleven	2.9%	4.4%	4.2%	3.9%
ABC2	2.8%	3.5%	3.1%	2.9%
ABC3	0.9%	0.5%	0.5%	0.5%
ABC News 24	1.0%	0.6%	0.8%	0.9%
SBS2	1.1%	1.6%	1.5%	1.4%
NITV	0.2%	0.1%	0.1%	0.2%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 24, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	32.4%	28.6%	17.7%	16.3%	5.1%
16-39s	33.1%	30.2%	23.3%	9.0%	4.4%
18-49s	32.3%	30.7%	22.6%	9.8%	4.6%
25-54s	32.0%	31.0%	21.4%	10.6%	5.0%

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 breakfast television. Weekend Sunrise is up 21% on Weekend Today in total viewers.
- 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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	House Rules	#2
House Rules	#3	Seven News	#5
Sunday Night	#5	Sunday Night	#6
A Place To Call Home	#7		
16-39s		18-49s	
House Rules	#2	House Rules	#2
Sunday Night	#7	Seven News	#6
Seven News	#8	Sunday Night	#7

- **Seven News** (1.291 million). Seven News wins network – up 150,000 viewers on Nine News, a 13% audience advantage.
- **House Rules** (1.170 million) peaks at 1.412 million and is one of Sunday's top two most-watched programmes for 16-39s, 18-49s and 25-54s – 26 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s
- **Sunday Night** (1.071 million) peaks at 1.353 million, has more viewers than 60 Minutes and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **A Place To Call Home** (0.854 million) wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers.

Monday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 27% on Nine and up 179% on Ten in total viewers.
 - Seven is up 41% on Nine and up 113% on Ten in 16-39s. Seven is up 24% on Nine and up 120% on Ten in 18-49s. Seven is up 17% on Nine and up 133% 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 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 30% on Nine (Nine + Go + Gem) and up 151% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 24% on Nine and up 89% on Ten in 16-39s. Seven is up 16% on Nine and up 89% on Ten in 18-49s. Seven is up 13% on Nine and up 97% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 29% on Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules	#1	House Rules	#1
Seven News	#2	Seven News	#5
Seven News – Today Tonight	#5	Seven News – Today Tonight	#7
Home and Away	#8	Revenge	#9
Revenge	#9		
16-39s		18-49s	
House Rules	#1	House Rules	#1
Home and Away	#5	Seven News	#5
Seven News	#6	Seven News – Today Tonight	#8
Seven News – Today Tonight	#7	Home and Away	#9
Revenge	#8	Revenge	#10

- **Seven News** (1.510 million). Seven News wins network – up 143,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (1.353 million). Seven News – Today Tonight wins network – up 55,000 viewers on Nine News – 6:30pm, a 4% audience advantage.
- **Home and Away** (1.050 million) wins 16-39s and 18-49s.
- **House Rules** (1.795 million) delivers a record audience, leads The Voice, peaks at 2.140 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 36 share in 16-39s, 35 share in 18-49s and 34 share in 25-54s.
- **Revenge** (0.911 million) dominates in total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 28 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 10% on Nine and up 49% on Ten in total viewers.
 - Seven is up 13% on Nine and up 51% on Ten in 16-39s. Seven is up 12% on Nine and up 52% on Ten in 18-49s. Seven is up 6% on Nine and up 51% on Ten in 25-54s.
- 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 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 7% on Nine (Nine + Go + Gem) and up 53% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 8% on Nine and up 53% on Ten in 16-39s. Seven is up 7% on Nine and up 51% on Ten in 18-49s. Seven is up 3% on Nine and up 50% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 7% on Today.
- Seven wins in morning television. The Morning Show is up 46% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules	#1	House Rules	#1
Seven News	#4	What Really Happens in Bali	#4
Seven News – Today Tonight	#7	Home and Away	#9
Home and Away	#9		
What Really Happens in Bali	#10		
16-39s		18-49s	
House Rules	#1	House Rules	#1
What Really Happens in Bali	#5	What Really Happens in Bali	#5
Home and Away	#6	Home and Away	#6

- **Seven News** (1.208 million).
- **Seven News – Today Tonight** (1.133 million).
- **Home and Away** (0.983 million) wins in 16-39s and 18-49s.
- **House Rules** (1.405 million) peaks at 1.612 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 30 share in 16-39s, 29 share in 18-49s and 28 share in 25-54s.
- **What Really Happens in Bali** (0.871 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 27 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.

Wednesday

- Seven wins in news and public affairs.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 59% on Nine and up 97% in total viewers.
 - Seven is up 158% on Nine and up 57% on Ten in 16-39s. Seven is up 93% on Nine and up 59% on Ten in 18-49s. Seven is up 66% on Nine and up 62% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s 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 40% on Nine (Nine + Go + Gem) and up 86% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 79% on Nine and up 39% on Ten in 16-39s. Seven is up 50% on Nine and up 43% on Ten in 18-49s. Seven is up 38% on Nine and up 47% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 32% on Today.
- Seven wins in morning television. The Morning Show is up 30% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules	#1	House Rules	#1
Seven News	#2	The Goldbergs	#6
Seven News – Today Tonight	#4	Home and Away	#8
Home and Away	#6		
16-39s		18-49s	
House Rules	#1	House Rules	#1
The Goldbergs	#4	The Goldbergs	#4
Home and Away	#5	Home and Away	#5
Seven News – Today Tonight	#9		

- **Seven News** (1.226 million). Seven News wins network – up 41,000 viewers on Nine News, a 3% audience advantage.
- **Seven News – Today Tonight** (1.136 million). Seven News – Today Tonight wins network – up 33,000 viewers on Nine News – 6:30pm, a 3% audience advantage.
- **Home and Away** (1.009 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **House Rules** (1.527 million) peaks at 1.800 million and is Wednesday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 35 share in 16-39s, 34 share in 18-49s and 33 share in 25-54s.
- **The Goldbergs** (0.700 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 31 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.

Thursday

- Seven wins in news and public affairs.
- Seven wins in breakfast television. Sunrise is up 33% on Today.
- Seven wins in morning television. The Morning Show is up 64% on Mornings.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Home and Away	#7
Seven News – Today Tonight	#3	Seven News – Today Tonight	#10
Home and Away	#7		
16-39s		18-49s	
Home and Away	#3	Home and Away	#5
Seven News – Today Tonight	#9	Seven News – Today Tonight	#10
Border Security	#10		

- **Seven News** (1.149 million). Seven News wins network.
- **Seven News – Today Tonight** (1.039 million). Seven News – Today Tonight wins network.

Friday

- 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 27% on Nine and up 153% on Ten in total viewers.
 - Seven is up 22% on Nine and up 103% on Ten in 16-39s. Seven is up 18% on Nine and up 101% on Ten in 18-49s. Seven is up 16% on Nine and up 108% 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 and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 11% on Nine (Nine + Go + Gem) and up 103% on Ten (Ten + One + Eleven) in total viewers.
 - Seven leads Nine and is up 53% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 27% on Today.
- Seven wins in morning television. The Morning Show is up 18% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#6
Better Homes and Gardens	#6	Better Homes and Gardens	#7
		AFL on Seven	#10
16-39s		18-49s	
Better Homes and Gardens	#4	Better Homes and Gardens	#4
AFL on Seven	#5	Seven News	#5
Seven News – Today Tonight	#6	Seven News – Today Tonight	#7
Seven News	#10	AFL on Seven	#10

- **Seven News** (1.134 million). Seven News wins network.
- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts – 33 share in total viewers, 39 share in 16-39s, 36 share in 18-49s and 35 share in 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 45% on Nine and up 170% on Ten in total viewers.
 - Seven is up 23% on Nine and up 172% on Ten in 16-39s. Seven is up 23% on Nine and up 132% on Ten in 18-49s. Seven is up 24% on Nine and up 137% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 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 24% on Nine (Nine + Go + Gem) and up 121% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 23% on Nine and up 134% on Ten in 16-39s. Seven is up 21% on Nine and up 96% on Ten in 18-49s. Seven is up 19% on Nine and up 97% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise is up 41% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
How To Train Your Dragon	#9	How To Train Your Dragon	#6
		AFL on Seven	#10
16-39s		18-49s	
Seven News	#3	Seven News	#3
How To Train Your Dragon	#6	How To Train Your Dragon	#6
AFL on Seven	#9	AFL on Seven	#10

- **Seven News** (1.174 million). Seven News wins network – up 231,000 viewers on Nine News, a 24% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts – 26 share in total viewers, 29 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.