

28 October 2013

Seven Network Ratings Report

Week 43: 20 October – 26 October 2013



Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers, 18-49s and 25-54s.
- Seven is up 23% on Nine and up 96% on Ten in total viewers.
- Seven is up 47% on Ten in 16-39s. Seven is up 5% on Nine and up 63% on Ten in 18-49s. Seven is up 8% on Nine and up 67% on Ten in 25-54s.
- Seven wins primetime on Sunday, Monday, Tuesday, Thursday, Friday and Saturday on primary channels.
- Seven dominates with The X Factor, Sunday Night, The Blacklist and Dancing with the Stars.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers, 18-49s and 25-54s on the combined audiences of all multiple channels.
- Seven (Seven + 7TWO + 7mate) is up 15% on Nine (Nine + Go + Gem) and up 78% on Ten (Ten + One + Eleven) in total viewers.
- Seven is up 39% on Ten in 16-39s. Seven is up 2% on Nine and up 50% on Ten in 18-49s. Seven is up 6% on Nine and up 53% on Ten in 25-54s.
- Seven + 7TWO + 7mate wins primetime on Sunday, Monday, Tuesday, Thursday and Friday on the combined audiences of all channels.

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 33% on Mornings.

Seven dominates the most-watched programmes.

- The X Factor peaks 2.138 million and is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night delivers in total viewers, 16-39s, 18-49s and 25-54s. Bones wins in total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 2.335 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- The Blacklist wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks only behind The X Factor as Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.

- Dancing with the Stars peaks at 1.392 million, dominates across primetime and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Beauty and the Geek wins in 16-39s, 18-49s and 25-54s and is one of Thursday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens peaks at 1.223 million, wins its timeslot, and is Friday's number one most-watched programme for 25-54s and one of the top two most-watched programmes for total viewers and 18-49s.

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.

Live and As-Live Data

Week 43 Primetime Shares

ABC1:	14.6%
Seven:	23.2%
Nine:	18.9%
Ten:	11.8%
SBS1:	4.2%
ABC2:	2.8%
ABC3:	0.8%
ABC News 24:	1.4%
7TWO:	3.8%
7mate:	3.9%
GO!:	4.6%
Gem:	3.3%
One:	2.5%
Eleven:	3.1%
SBS2:	1.0%
NITV:	0.1%

Week 43 Combined Multiple Channels Primetime Shares

ABC1:	19.5%
Seven:	30.9%
Nine:	26.8%
Ten:	17.4%
SBS:	5.3%

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 43, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	23.2%	18.9%	11.8%	14.6%	4.2%
16-39s	22.3%	22.7%	15.1%	6.8%	2.8%
18-49s	23.1%	22.1%	14.2%	7.8%	3.1%
25-54s	23.3%	21.4%	14.0%	8.9%	3.4%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 43, 2013

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	30.9%	26.8%	17.4%	19.5%	5.3%
16-39s	30.6%	31.7%	22.0%	11.6%	4.1%
18-49s	31.4%	30.7%	21.0%	12.4%	4.5%
25-54s	31.5%	29.7%	20.6%	13.4%	4.8%

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 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 57% on Nine and up 186% on Ten in total viewers.
 - Seven is up 30% on Nine and up 106% on Ten in 16-39s. Seven is up 42% on Nine and up 137% on Ten in 18-49s. Seven is up 42% on Nine and up 143% on Ten in 25-54s.
- 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, 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 52% on Nine (Nine + Go + Gem) and up 150% on Ten (Ten + One + Eleven in total viewers).
 - Seven is up 30% on Nine and up 91% on Ten in 16-39s. Seven is up 39% on Nine and up 116% on Ten in 18-49s. Seven is up 42% on Nine and up 116% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 23% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#1	The X Factor	#1
Sunday Night	#2	Sunday Night	#3
Seven News	#3	Seven News	#4
Bones	#7	Bones	#7

16-39s		18-49s	
The X Factor	#1	The X Factor	#1
Sunday Night	#3	Sunday Night	#3
Seven News	#6	Seven News	#4
Bones	#10	Bones	#8

- **Seven News** (1.397 million). Seven News wins network – up 224,000 viewers on Nine News, a 19% audience advantage.
- **The X Factor** (1.761 million):
 - peaks at 2.138 million.
 - up 107% on Australia's Got Talent.
 - Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 36 share in total viewers, 38 share in 16-39s, 40 share in 18-49s and 40 share in 25-54s.
- **Sunday Night** (1.297 million) delivers total viewers, 16-39s, 18-49s and 25-54s: 29 share in total viewers, 29 share in 16-39s, 31 share in 18-49s and 30 share in 25-54s.
- **Bones** (0.797 million) wins in total viewers and all key audience demographics and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 25 share in 18-49s and 25 share in 25-54s.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 18-49s and 25-54s.
 - Seven is up 27% on Nine and up 217% on Ten in total viewers.
 - Seven is up 123% on Ten in 16-39s. Seven is up 3% on Nine and up 152% on Ten in 18-49s. Seven is 11% on Nine and up 168% on Ten in 25-54s.
- 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, 18-49s and 25-54s.
- Seven wins in breakfast television. Sunrise is up 19% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 33% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#1	The X Factor	#1
The Blacklist	#2	The Blacklist	#2
Seven News	#4	Home and Away	#7
Today Tonight	#5	Seven News	#9
Home and Away	#10		

16-39s		18-49s	
The X Factor	#1	The X Factor	#1
The Blacklist	#2	The Blacklist	#2
Home and Away	#8	Home and Away	#8

- **The X Factor** (1.745 million):
 - peaks at 2.335 million.
 - wins in total viewers, 16-39s, 18-49s and 25-54s.
 - Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 34 share in total viewers, 32 share in 16-39s, 34 share in 18-49s and 34 share in 25-54s.
- **The Blacklist** (1.234 million):
 - wins in total viewers, 16-39s, 18-49s and 25-54s.
 - ranks only behind The X Factor as Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 32 share in total viewers, 30 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 28% on Nine and up 64% on Ten.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- 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 35% on Nine (Nine + Go + Gem) and up 50% on Ten (Ten + One + Eleven) in total viewers. Seven is up 2% on Nine and up 12% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 13% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 43% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Dancing with the Stars	#2	Dancing with the Stars	#4
Seven News	#3	Home and Away	#5
Today Tonight	#4	Seven News	#6
Home and Away	#6	Today Tonight	#9
16-39s		18-49s	
Home and Away	#3	Dancing with the Stars	#3
Dancing with the Stars	#6	Home and Away	#4
		Seven News	#7
		Today Tonight	#8

- **Dancing with the Stars** (1.168 million) peaks at 1.392 million dominates across primetime and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers.

Wednesday

- Seven wins in breakfast television. Sunrise is up 21% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 22% on Mornings.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Agents of SHIELD	#6
Today Tonight	#4	Home and Away	#7
Home and Away	#8	Today Tonight	#9
Agents of SHIELD	#10	Seven News	#10
16-39s		18-49s	
Agents of SHIELD	#5	Agents of SHIELD	#6
Home and Away	#6	Home and Away	#7
Today Tonight	#9	Today Tonight	#10
SlideShow	#10		

Thursday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 9% on Nine and up 70% on Ten in total viewers.
 - Seven is up 6% on Nine and up 84% on Ten in 16-39s. Seven is up 3% on Nine and up 91% on Ten in 18-49s. Seven leads Nine and is up 77% 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 134% on Ten + One + Eleven in total viewers.
- Seven wins in public affairs.
- Seven wins in breakfast television. Sunrise is up 18% on Today in total viewers across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 48% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Beauty and the Geek	#2
Today Tonight	#6	How I Met Your Mother	#3
Home and Away	#7	Home and Away	#5
		Seven News	#8
		Today Tonight	#9
		Grey's Anatomy	#10
16-39s		18-49s	
Beauty and the Geek	#2	Beauty and the Geek	#2
How I Met Your Mother	#3	How I Met Your Mother	#3
Home and Away	#4	Home and Away	#4
Grey's Anatomy	#5	Grey's Anatomy	#6
		Today Tonight	#10

- **How I Met Your Mother** (0.685 million) is one of Thursday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Beauty and the Geek** (0.765 million) wins in 16-39s, 18-49s and 25-54s and is one of Thursday's top two most-watched programmes for 16-39s, 18-49s and 25-54s – 26 share in 16-39s and 25 share in 18-49s.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 18-49s and 25-54s.
 - Seven is up 24% on Nine and up 99% on Ten in total viewers.
 - Seven is up 25% on Ten in 16-39s. Seven leads Nine and is up 56% on Ten in 18-49s. Seven is up 11% on Nine and up 66% 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, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 12% on Nine (Nine + Go + Gem) and up 86% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 34% on Ten in 16-39s. Seven leads Nine and is up 53% on Ten in 18-49s. Seven is up 7% on Nine and up 58% on Ten in 25-54s.
- 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 23% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Better Homes and Gardens	#2	Better Homes and Gardens	#1
Seven News	#3	Seven News	#4
Today Tonight	#5	Today Tonight	#6
		The Source Code	#9
16-39s		18-49s	
Better Homes and Gardens	#4	Better Homes and Gardens	#2
Seven News	#9	Seven News	#6
		Today Tonight	#9
		The Source Code	#10

- **Better Homes and Gardens** (0.994 million) peaks at 1.223 million, wins its timeslot, and is Friday's number one most-watched programme for 25-54s and one of the top two most-watched programmes for total viewers and 18-49s.

Saturday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers.
- Seven wins in breakfast television. Weekend Sunrise is up 39% 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
The Princess and the Frog	#9	Beverly Hills Cop II	#6
		The Princess and the Frog	#7
		V8s on Seven	#9
		Weekend Sunrise	#10
16-39s		18-49s	
Seven News	#3	Seven News	#3
Beverly Hills Cop II	#4	Beverly Hills Cop II	#5
The Princess and the Frog	#7	The Princess and the Frog	#6
		V8s on Seven	#8

- V8s on Seven: The Gold Coast 600** dominates in total viewers, 16-39s, 18-49s and 25-54s.
- Seven News** (0.915 million). Seven News wins network – up 37,000 viewers on Nine News, a 4% audience advantage.