

30 November 2014

Seven Network Ratings Report

Week 48: 23 November – 29 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 18% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 19% on Mornings in total viewers.

Seven scores in the most-watched programmes.

- Sunday Night peaks at 1.335 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Dancing with the Stars peaks at 1.312 million, wins in total viewers and is Tuesday's number one most-watched programme for total viewers and 25-54s, and one of the top two most-watched programmes for 16-39s and 18-49s.
- Criminal Minds wins its timeslot and ranks in Wednesday'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.
- Better Homes and Gardens peaks at 1.091 million, wins its timeslot and ranks in Friday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.

Primetime audience demographics for primary channels

6:00pm-midnight Week 48, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.1%	19.3%	12.7%	14.0%	3.8%
16-39s	16.9%	20.4%	15.6%	6.9%	3.0%
18-49s	17.9%	20.4%	15.4%	8.1%	3.3%
25-54s	18.7%	20.4%	15.3%	9.1%	3.4%

Primetime audience demographics for digital channels

6:00pm-midnight Week 48, 2014

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.2%	2.0%	2.3%	2.7%
7mate	4.1%	7.0%	6.4%	5.9%
GO!	6.3%	8.6%	7.8%	7.2%
Gem	3.4%	3.4%	3.3%	3.2%
One:	2.7%	3.1%	3.2%	3.3%
Eleven	3.0%	5.2%	4.5%	4.2%
ABC2:	3.0%	4.3%	3.7%	3.3%
ABC3	0.7%	0.6%	0.6%	0.5%
ABC News 24	1.6%	1.2%	1.4%	1.4%
SBS2	0.9%	1.6%	1.4%	1.2%
NITV	0.2%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 48, 2014

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.4%	29.0%	18.4%	19.3%	4.9%
16-39s	25.9%	32.5%	23.9%	13.0%	4.7%
18-49s	26.6%	31.6%	23.2%	13.8%	4.8%
25-54s	27.3%	30.8%	22.8%	14.4%	4.7%

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 breakfast television. Weekend Sunrise is up 19% on Weekend Today across 7:00-10:00am.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s and 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Sunday Night	#3
Sunday Night	#4	Seven News	#4
Surveillance Oz	#6	Surveillance Oz	#5
16-39s		18-49s	
Sunday Night	#6	Sunday Night	#3
Surveillance Oz	#7	Surveillance Oz	#6
Seven News	#10	Seven News	#8

- Seven News** (1.199 million).
- Sunday Night** (1.167 million) peaks at 1.335 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers.

Monday

- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 2% on Nine + Go + Gem and up 80% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in breakfast television. Sunrise is up 29% on Today.
- Seven wins in morning television. The Morning Show is up 25% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Home and Away	#5
Seven News – Today Tonight	#6	The Big Adventure	#8
Home and Away	#10	Seven News – Today Tonight	#10
16-39s		18-49s	
Home and Away	#7	Home and Away	#7
The Big Adventure	#9	The Big Adventure	#8
		The Big Adventure	#9

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers and 25-54s.
 - Seven is up 39% on Nine and up 79% on Ten in total viewers.
 - Seven is up 27% on Ten in 16-39s. Seven is up 22% on Ten in 18-49s. Seven is up 12% on Nine and up 36% on Ten in 25-54s.
- 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 16% on Nine (Nine + Go + Gem) and up 65% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 17% on Ten in 16-39s. Seven is up 17% on Ten in 18-49s. Seven is up 8% on Nine and up 30% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 25% on Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Million Dollar Minute ties with Hot Seat at 5:30pm.

- Seven scores in the most-watched programmes:

All People		25-54s	
Dancing with the Stars	#1	Dancing with the Stars	#1
Seven News	#4	Seven News – Today Tonight	#4
Seven News – Today Tonight	#5	Seven News	#6
Home and Away	#7	Home and Away	#7
16-39s		18-49s	
Dancing with the Stars	#2	Dancing with the Stars	#2
Home and Away	#3	Home and Away	#4
		Seven News – Today Tonight	#9
		Seven News	#10

- Home and Away** (0.799 million) wins in 16-39s and 18-49s.
- Dancing with the Stars** (1.066 million) peaks at 1.312 million, wins in total viewers and is Tuesday's number one most-watched programme for total viewers and 25-54s, and one of the top two most-watched programmes for 16-39s and 18-49s.

Wednesday

- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 3% on Nine + Go + Gem and up 52% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in breakfast television. Sunrise is up 22% on Today.
- Seven wins in morning television. The Morning Show is up 51% on Mornings.
- Seven scores in the most-watched programmes:

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

- Home and Away** (0.817 million) wins in 16-39s and 18-49s.
- Criminal Minds** (0.808 million) wins its timeslot and 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 primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 10% on Nine and up 27% on Ten in total viewers.
 - Seven is up 74% on Nine and up 25% on Ten in 16-39s. Seven is up 63% on Nine and up 28% on Ten in 18-49s. Seven is up 52% on Nine and up 21% 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 16-39s, 18-49s and 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 12% on Nine (Nine + Go + Gem) and up 42% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 29% on Nine and up 27% on Ten in 16-39s. Seven is up 21% on Nine and up 24% on Ten in 18-49s. Seven is up 19% on Nine and up 18% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Home and Away	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#4
Home and Away	#5	Seven News	#5
		Beauty and the Geek	#6
		Beauty and the Geek	#9
16-39s		18-49s	
Home and Away	#1	Home and Away	#2
Beauty and the Geek	#3	Seven News – Today Tonight	#4
Beauty and the Geek	#7	Beauty and the Geek	#5
Seven News – Today Tonight	#8	Seven News	#6
Seven News	#9	Beauty and the Geek	#8

- **Home and Away** (0.877 million) wins in 16-39s, 18-49s and 25-54s.
- **Beauty and the Geek** (0.560 million and 0.549 million) wins in 16-39s, 18-49s and 25-54s.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 15% on Nine and up 81% on Ten.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number 1 for total viewers.
 - Seven + 7TWO + 7mate leads Nine + Go + Gem and is up 78% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Better Homes and Gardens	#3
Better Homes and Gardens	#4	Seven News	#5
Seven News – Today Tonight	#5	Meet The Fockers	#8
16-39s		18-49s	
Meet The Fockers	#1	Better Homes and Gardens	#3
Better Homes and Gardens	#3	Meet The Fockers	#5
Seven News	#8	Seven News	#8
		Seven News – Today Tonight	#10

- **Better Homes and Gardens** (0.869 million) peaks at 1.091 million, wins its timeslot and ranks in Friday's top three most-watched programmes for 16-39s, 18-49s and 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 ties with Nine and is up 86% on Ten in total viewers.
 - Seven is up 21% on Nine and up 42% on Ten in 16-39s. Seven is up 6% on Nine and up 52% on Ten in 18-49s. Seven is up 5% on Nine and up 56% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
Arthur Christmas	#9	Arthur Christmas	#7
		That's My Boy	#8
		Weekend Sunrise	#9
16-39s		18-49s	
Seven News	#3	Seven News	#2
That's My Boy	#5	Arthur Christmas	#5
Weekend Sunrise	#7		

- **Seven News** (0.762 million). Seven News wins network – up 35,000 viewers on Nine News, a 5% audience advantage.

Live and As-Live Data**Week 48 Primetime Shares**

ABC1:	14.0%
Seven:	19.1%
Nine:	19.3%
Ten:	12.7%
SBS1:	3.8%

ABC2:	3.0%
ABC3:	0.7%
ABC News 24:	1.6%
7TWO:	5.2%
7mate:	4.1%
GO!:	6.3%
Gem:	3.4%
One:	2.7%
Eleven:	3.0%
SBS2:	0.9%
NITV:	0.2%

Week 48 Combined Multiple Channels Primetime Shares

ABC1:	19.3%
Seven:	28.4%
Nine:	29.0%
Ten:	18.4%
SBS:	4.9%

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