

25 November 2004

**Seven up in news and public affairs,**

**Seven is the only network to create new Australian hit programmes in 2004.**

**Seven unveils key programming for 2005.**

The Seven Network moves into 2005 underpinned by significant developments in news and public affairs and new series for the four highest-rating new Australian programmes in 2004 – Dancing With The Stars, My Restaurant Rules, Forensic Investigators and Border Security.

These new programmes – coupled with Seven’s record-breaking coverage of the Games of the XXVIII Olympiad – played key roles in the network’s underlying audience performance in 2004 and have been confirmed for Seven’s primetime in 2005.

Seven’s 2004 saw the development of the highest-rating new programme on television, Dancing With The Stars, significant growth in audience for Seven’s news and public affairs, particularly in the important Sydney market, domination of the major sports events on television and 3 of the top 4 Australian dramas on television.

Seven today also released further details on its programming plans for the new television season – headlined by the three biggest new programmes on US television (Lost, Desperate Housewives and Boston Legal), two new Australian drama series (Campus and Last Man Standing), television events (Empire, Category 6 – Day of Destruction ) and major sports, including primetime coverage of the World Gymnastics Championships to be held in Melbourne.



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This year, Seven is the only network to deliver growth in 16-39s (with Nine down and Ten flat) and the only network to deliver growth in 16-24s (with both Nine and Ten down).

And in the second half of the television season, Seven reaffirmed audience delivery in 25-54s with the launch of cornerstone programming Dancing With The Stars and Forensic Investigators and the strengthening performance of All Saints and Blue Heelers.

**Seven – 2004 Audience Delivery Highlights:**

- the biggest and most-watched new programme on television in 04 – Dancing With The Stars.
- 9 of the top 20 new programmes on television: Dancing With The Stars, Forensic Investigators, Las Vegas, My Restaurant Rules (Sunday and Thursday), Border Security, Medical Rookies, The Body Specialists and The Simple Life.
- 8 of the top 10 new Australian programmes in 04 - Dancing With The Stars, Forensic Investigators, My Restaurant Rules (Sunday and Thursday), Border Security, Medical Rookies, Popstars Live and Body Specialists.
- Significant developments in news and public affairs – with Seven erasing Nine’s leadership as Seven News jumps 5% (and Nine slides 5%), Today Tonight locks into a close fight with A Current Affair as the audience differential closes from 130,000 to 40,000 and Sunrise surges 45% to become Australia’s leading breakfast television programme.

	<b>2004</b>	<b>2003</b>	
Seven News	1.28m	1.22m	+5%
Nine News	1.45m	1.52m	-5%
Today Tonight	1.26m	1.29m	-2%
A Current Affair	1.30m	1.42m	-8%
Sunrise	271,800	188,000	+45%
Today	222,800	268,200	-17%

In Sydney, Seven News has accelerated (up 19%) and closing in on Nine (down 7%). Today Tonight has decimated A Current Affair in Sydney.

	<b>2004</b>	<b>2003</b>	
Seven News	0.37m	0.31m	+19%
Nine News	0.39m	0.42m	-7%
Today Tonight	0.36m	0.32m	+13%
A Current Affair	0.37m	0.41m	-10%

- changing the competitive landscape at 5:30pm Monday to Friday with the successful migration of Deal or No Deal into a five-night-a-week programme – averaging more than 770,000 viewers each night.
- 3 of the top 4 Australian drama series – Home and Away and the reinvigorated All Saints and Blue Heelers.
- 4 of the top 10 real life series – Forensic Investigators (number 1 programme in the category), Border Security, Medical Rookies and The Body Specialists.
- 5 of the top 10 lifestyle series – The Great Outdoors, Room for Improvement, Hot Auctions, Auction Squad and Hot Property.
- the number 1 new reality programme – My Restaurant Rules.
- 6 of the top 10 and 12 of the top 20 most-watched sports events on television – with Seven’s coverage of the Melbourne Cup and the Games of the XXVIII Olympiad.
- 9 of the top 10 documentaries on television – as The World Around Us overwhelms the second season of The Block, the biggest programme on television in 03.
- 6 of the top 20 movies on television – including the Australian-produced Stiff and the extraordinary performance of Rabbit Proof Fence in defeating the television debut of Lord of The Rings.

## Seven in 2005

- signing Ian “Dicko” Dickson and Miss Universe Jennifer Hawkins to new projects for Seven.
- commissioning two new Australian drama series **Campus** and **Last Man Standing** complementing new series for **Home and Away**, **All Saints** and **Blue Heelers**.
- new series for the four highest-rating new Australian programmes in 2004: **Dancing With The Stars**, **Forensic Investigators**, **Border Security** and **My Restaurant Rules**.
- the three most successful new series on US television: **Lost**, **Desperate Housewives** and **Boston Legal**.
- new series for **Crossing Jordan**, **Las Vegas**, **Alias**, **The Amazing Race** and **My Wife and Kids**.
- further developments in news and public affairs programming – building on Seven’s significant growth in audience delivery with **Seven News**, **Today Tonight** and **Sunrise**.
- portfolio of BBC factual and natural history programmes, including the major event series, **Massive Earth**, **Genghis Khan**, **Discovering Ancient Egypt** and **Medical Mysteries**.
- blockbuster events including **Empire**, **The Poseidon Adventure**, **Hercules**, **Frederick Forsyth’s Icon**, **Earthsea**, **Five Days Till Midnight**, **Escape from Colditz** and **Category 6 – Day of Destruction**.
- major movie events including **Bowling for Columbine**, **Enigma**, **Gosford Park**, **The Banger Sisters**, **We Were Soldiers** and the latest 007 instalment **Die Another Day**.

- strong portfolio of major sports events – with Seven’s year commencing with all-encompassing coverage of **The Australian Open** and the year concluding with exclusive primetime coverage of **The World Gymnastics Championships** in Melbourne. Seven will once again be the network for all major horse racing events including **The Melbourne Cup** and will also follow the **Wallabies’** test campaign in rugby union.