

8 July 2005

Seven building momentum as year unfolds.

Seven is number 1 for audience growth. Seven is up in every audience demographic.

Seven dominates most-watched programmes.

The Seven Network is the only network to deliver audience growth in the current television year – outpacing Nine and Ten and driving home significant developments in the network’s performance in primetime in the opening half of the 2005 television season.

Seven’s primetime audience is up 13 per cent this year. Nine is down 7 per cent and Ten has slumped 9 per cent.

Importantly, much of this audience growth is driving through younger audiences – with Seven up 6 per cent in 18-49s and up 9 per cent in the network’s core target audience of 25-54s.

Seven has moved past Ten in 18-49s this year, is closing in on Ten in 16-39s and has opened up a significant audience differential over the number 3 network in 25-54s.

Audience '000s	Seven	Nine	Ten
All People	+13%	-7%	-9%
Grocery Buyers	+19%	-5%	-8%
16-24s	-5%	-10%	+2%
25-39s	+4%	-13%	-10%
16-39s	+1%	-12%	-6%
18-49s	+6%	-11%	-9%
25-54s	+9%	-10%	-10%

Audience shares	Seven	Nine	Ten
All People	35.3% (30.8%)	37.1% (39.3%)	27.6% (29.9%)
Grocery Buyers	37.6% (32.1%)	38.3% (41.2%)	24.1% (26.7%)
16-24s	30.7% (31.0%)	28.2% (30.1%)	41.2% (38.9%)
25-39s	31.4% (28.1%)	35.5% (37.7%)	33.1% (34.1%)
16-39s	31.2% (29.0%)	33.3% (35.5%)	35.5% (35.5%)
18-49s	32.6% (29.1%)	35.6% (37.9%)	31.8% (33.0%)
25-54s	33.5% (29.2%)	37.5% (40.0%)	29.0% (30.8%)

Survey year-to-date 05 v 04



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Seven dominates the most-watched programmes – as the television survey year reaches the mid-season point this Saturday. Seven has the most-watched event on television (the final of Dancing with the Stars) and six of the ten highest-rating events in 2005.

Top-rating events in 05 survey year

		'm
1. Dancing with the Stars – Final	Seven	2.34
2. TV Week Logie Awards – Arrivals	Nine	2.14
3. Desperate Housewives (season average)	Seven	2.13
4. Everybody Loves Raymond – Final	Ten	2.06
5. Desperate Housewives: Recap Special	Seven	1.95
6. Lost (season average)	Seven	1.93
7. State of Origin III	Nine	1.90
8. TV Week Logie Awards	Nine	1.89
9. Dancing with the Stars (season average)	Seven	1.85
10. Border Security (season average)	Seven	1.76
11. State of Origin II	Nine	1.75
12. State of Origin I	Nine	1.73
13. Dancing with the Stars – Highlights Special	Seven	1.69
14. CSI: Crime Scene Investigation (season average)	Nine	1.69
15. National Nine News – Sunday (season average)	Nine	1.67
16. 60 Minutes (season average)	Nine	1.65
17. Big Brother – Lies Exposed	Ten	1.64
18. Happy Days 30 th Anniversary Reunion	Nine	1.63
19. Big Brother – Intruders	Ten	1.62
20. Graham Kennedy: The King of Television	Nine	1.60
21. Dancing with the Stars – Judges' Verdict (The Girls)	Seven	1.60
22. Dancing with the Stars – Judges' Verdict (The Boys)	Seven	1.59
23. Big Brother – Live Surprise	Ten	1.58
24. Big Brother – Opening Night	Ten	1.57
25. Cricket: Australia v Pakistan (Primetime)	Nine	1.56
26. Category 6: Day of Destruction	Seven	1.55
27. Celebrity Overhaul (season average)	Nine	1.54
28. Big Brother – Viewers' Verdict	Ten	1.54
29. The Queen's Castle (season average)	Nine	1.53
30. Backyard Blitz	Nine	1.51

In a nutshell:

- Seven has the four most-watched programmes on television - Desperate Housewives, Lost, Dancing with the Stars and Border Security.
- Seven has the top two Australian programmes (Dancing with the Stars and Border Security)

- Seven has the two highest rating new series (Desperate Housewives and Lost).
- Seven has three of the top five factual series (Border Security, Medical Emergency and Beyond Tomorrow).
- Seven has three of the four highest-rating Australian drama series (Home and Away, Blue Heelers and All Saints).
- Seven has two of the five highest-rating “reality” series (My Restaurant Rules and The Amazing Race).
- Seven has two of the four highest-rating lifestyle series (The Great Outdoors and Better Homes and Gardens).
- Seven has the most-watched movie on television (Category 6: Day of Destruction).

Top-Rating Regular Series

		'm
1. Desperate Housewives	Seven	2.13
2. Lost	Seven	1.93
3. Dancing with the Stars	Seven	1.85
4. Border Security	Seven	1.76
5. CSI: Crime Scene Investigation	Nine	1.69
6. 60 Minutes	Nine	1.65
7. Celebrity Overhaul	Nine	1.54
8. The Queen's Castle	Nine	1.53
9. Backyard Blitz	Nine	1.51
10. Celebrity Circus	Nine	1.48
11. Super Nanny (US)	Nine	1.48
12. Frasier – Tuesday	Nine	1.45
13. Jamie's School Dinners	Ten	1.45
14. CSI: Miami	Nine	1.44
15. House	Ten	1.44
16. Big Brother – Live Eviction	Ten	1.41
17. Friday Night Football	Nine	1.40
18. McLeod's Daughters	Nine	1.39
19. Temptation	Nine	1.37
20. Medical Emergency	Seven	1.37
21. Without A Trace	Nine	1.36
22. Skating on Thin Ice	Nine	1.36
23. Beyond Tomorrow	Seven	1.35
24. This Is Your Life	Nine	1.35
25. CSI: NY	Nine	1.35
26. Big Brother – Live Nomination	Ten	1.31
27. Home and Away	Seven	1.31
28. Super Nanny (UK)	Nine	1.30
29. Who Wants to be a Millionaire	Nine	1.29

30. Blue Heelers	Seven	1.28
31. The Great Outdoors	Seven	1.27
32. My Restaurant Rules – Thursday	Seven	1.27
33. The Amazing Race	Seven	1.25
34. Blue Murder	ABC	1.24
35. Medium	Ten	1.23
36. Guinness World Records	Seven	1.22
37. Getaway	Nine	1.21
38. All Saints	Seven	1.20
39. Grumpy Old Women	ABC	1.20
40. Wire in the Blood	ABC	1.20

Nightly News and Public Affairs

1. National Nine News – Sunday	Nine	1.67
2. Today Tonight	Seven	1.40
3. National Nine News	Nine	1.37
4. Seven News	Seven	1.36
5. Seven News – Sunday	Seven	1.35
6. National Nine News – Saturday	Nine	1.25
7. A Current Affair	Nine	1.24
8. Seven News – Saturday	Seven	1.11
9. ABC News	ABC	1.09
10. ABC News – Sunday	ABC	1.08

Taking into account the opening six weeks of the year, Seven continues to dominate the most-watched events on television, with the network's coverage of the Australian Open continuing to be the single highest-rating programme this year:

Top Rating Events in 05 Calendar Year		'm
1. Tennis: Australian Open Men's Final	Seven	4.04
2. Tennis: Australian Open Men's Final – Pre-Match	Seven	2.48
3. Desperate Housewives – Season Premiere	Seven	2.48
4. Tennis: Australian Open Day 12 Early Primetime	Seven	2.46
5. Lost – Season Premiere	Seven	2.34
6. Dancing with the Stars – Final	Seven	2.34
7. Tennis: Australian Open Day 8 Primetime	Seven	2.29
8. TV Week Logie Awards – Arrivals	Nine	2.14
9. Desperate Housewives (season average)	Seven	2.13
10. Cricket: Asia v Rest of the World (Primetime)	Nine	2.08
11. Everybody Loves Raymond – Final	Ten	2.06
12. Tennis: Australian Open Men's Final – Post-Match	Seven	2.03
13. Tennis: Australian Open Day 10 Early Primetime	Seven	2.02
14. Tennis: Australian Open Day 10 Late Primetime	Seven	1.95
15. Desperate Housewives: Recap Special	Seven	1.95
16. Lost (season average)	Seven	1.93
17. State of Origin III	Nine	1.90
18. TV Week Logie Awards	Nine	1.89
19. Dancing with the Stars (season average)	Seven	1.85
20. Tennis: Australian Open Day 11 Primetime	Seven	1.76
21. Border Security (season average)	Seven	1.76
22. State of Origin II	Nine	1.75
23. State of Origin I	Nine	1.73
24. Dancing with the Stars – Highlights Special	Seven	1.69
25. CSI: Crime Scene Investigation (season average)	Nine	1.69
26. National Nine News – Sunday (season average)	Nine	1.67
27. 60 Minutes (season average)	Nine	1.65
28. Tennis: Australian Open Day 12 Late Primetime	Seven	1.64
29. Big Brother – Lies Exposed	Ten	1.64
30. Happy Days 30 th Anniversary Reunion	Nine	1.63
31. Big Brother – Intruders	Ten	1.62
32. Graham Kennedy: The King of Television	Nine	1.60

33. Dancing with the Stars – Judges' Verdict (The Girls)	Seven	1.60
34. Starstruck – Season Premiere	Nine	1.60
35. Dancing with the Stars – Judges' Verdict (The Boys)	Seven	1.59
36. Big Brother – Live Surprise	Ten	1.58
37. Big Brother – Opening Night	Ten	1.57
38. Cricket: Australia v Pakistan (Primetime)	Nine	1.56
39. Category 6: Day of Destruction	Seven	1.55
40. Tennis: Australian Open Day 9 Primetime	Seven	1.54

Further information:

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Seven Network

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