

8 March 2010

## Seven Network Ratings Report

**Week 10: 28 February – 6 March 2010**

### Seven wins in primetime.

- Seven wins in primetime on primary channels in total viewers.
- Seven wins primetime on primary channels in all key audience demographics: number 1 for 16-39s, 18-49s and 25-54s.
- Seven is up 5% on Nine and up 47% on Ten in total viewers.
- Seven is up 8% on Nine and up 6% on Ten in 16-39s. Seven is up 5% on Nine and up 19% on Ten in 18-49s. Seven is up 4% on Nine and up 27% on Ten in 25-54s.
- Seven and 7TWO combine to leads Nine-Go and Ten-One in combined audiences of multiple channels in total viewers.
- Seven dominates the most-watched programmes for total viewers– with 6 of the top 10 and 11 of the top 20 programmes.
- Seven dominates the most-watched programmes for 25-54s – with the number 1 (My Kitchen Rules) and 10 of the top 20 programmes. Seven dominates the most-watched programmes for 18-49s – with 10 of the top 20 programmes.
- Seven wins Monday in 16-39s, 18-49s and 25-54s. Seven wins Tuesday in total viewers. Seven wins Wednesday in total viewers, 18-49s and 25-54s. Seven wins Thursday in 16-39s, 18-49s and 25-54s. Seven wins Friday in total viewers, 16-39s, 18-49s and 25-54s. Seven wins Saturday in total viewers, 16-39s, 18-49s and 25-54s.

### Seven wins in news and public affairs.

- Seven News leads Nine News. Seven News (1.345 million) is up 232,000 viewers on Nine News, a 21% audience advantage.
- Today Tonight leads A Current Affair. Today Tonight (1.228 million) is up 146,000 viewers on A Current Affair, a 13% audience advantage.

### Seven wins in breakfast television.

- Sunrise leads Today in total viewers (and all viewers under 55) across 6:00-9:00am Monday-Friday. Weekend Sunrise leads Weekend Today in total viewers (and all viewers under 55).

### Seven wins the opening month of the television year.

Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s across the first four weeks of the television year.

Seven is up in audience share on primary channels for total viewers, 16-39s, 18-49s and 25-54s on the corresponding four weeks in the 2009 television year.



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**Seven dominates in all key audiences on primary channels.**

Seven dominates in the current week.

Seven is #1 on primary channels in all key audiences (total viewers, 16-39s, 18-49s and 25-54s) across the television year-to-date.

**6:00pm-10:30pm Week 10, 2010 v Week 10, 2009**

Audience shares	Seven	Nine	Ten
All People	38.6% (38.4%)	35.9% (34.1%)	25.5% (27.5%)
16-39s	34.6% (32.4%)	32.0% (32.4%)	33.4% (35.2%)
18-49s	35.8% (34.5%)	33.9% (33.2%)	30.3% (32.3%)
25-54s	36.6% (35.8%)	34.6% (34.1%)	28.7% (30.1%)

**6:00pm-10:30pm Survey Year-to-Date vs same period in 2009**

Audience shares	Seven	Nine	Ten
All People	37.8% (37.4%)	35.3% (35.7%)	26.8% (27.0%)
16-39s	34.7% (30.4%)	30.7% (34.2%)	34.5% (35.4%)
18-49s	35.9% (33.0%)	32.5% (35.0%)	31.6% (32.1%)
25-54s	36.7% (34.3%)	33.4% (35.9%)	29.9% (29.8%)

6:00pm-10:30pm. Three commercial channel – Seven, Nine and Ten – only audience shares

**Seven dominates in all key audiences on the combined audiences of all multiple channels.**

Seven dominates the current week in total viewers.

Seven is #1 on the combined audiences of all multiple channels in all key audiences (total viewers, 16-39s, 18-49s and 25-54s) across the television year-to-date.

**6:00pm-10:30pm Week 10, 2010 v Week 10, 2009**

Audience shares	Seven	Nine	Ten
All People	39.2% (38.4%)	36.7% (34.1%)	24.1% (27.5%)
16-39s	34.5% (32.4%)	34.3% (32.4%)	31.2% (35.2%)
18-49s	35.7% (34.5%)	35.9% (33.2%)	28.4% (32.3%)
25-54s	36.7% (35.8%)	36.4% (34.1%)	26.9% (30.1%)

**6:00pm-10:30pm Survey Year-to-Date vs same period in 2009**

Audience shares	Seven	Nine	Ten
All People	38.4% (37.4%)	36.2% (35.7%)	25.4% (27.0%)
16-39s	34.7% (30.4%)	33.0% (34.2%)	32.3% (35.4%)
18-49s	35.9% (33.0%)	34.5% (35.0%)	29.6% (32.1%)
25-54s	36.8% (34.3%)	35.1% (35.9%)	28.1% (29.8%)

6:00pm-10:30pm. Combined commercial channels – including 7TWO, GO! and One – audience shares

Note:

Commercial 3 Station Shares = Seven, Nine and TEN (excludes, 7TWO, GO! and ONE). Source: OzTAM. 2009 Live. Weeks 7-9, 2010 Consolidated (Live+As Live+TSV) and Week 10, 2010 Overnight (Live+As Live). Survey 2010 Wk 10: W/C 28/2/10 vs Survey 2009 Wk 10: 1/3/09 and Progressive Wks 7-10: W/C 7/2/10-W/C 28/2/10 vs W/C 8/2/09-W/C 1/3/10.

Commercial Stations = Seven Ttl (includes Seven and 7TWO) + Nine Ttl (includes Nine and GO!) + Ten Ttl (includes TEN and ONE). Source: OzTAM. 2009 Live. Weeks 7-9, 2010 Consolidated (Live+As Live+TSV) and Week 10, 2010 Overnight (Live+As Live). Survey 2010 Wk 10: W/C 28/2/10 vs Survey 2009 Wk 10: 1/3/09 and Progressive Wks 7-10: W/C 7/2/10-W/C 28/2/10 vs W/C 8/2/09-W/C 1/3/10.

### Seven scores across the week.

- Seven News is Sunday's #1 most-watched programme on television.
- Sunday Night wins its timeslot (up 31% on Domestic Blitz and up 29% on The Biggest Loser) and has more viewers than 60 Minutes.
- Border Security wins its timeslot (up 23% on 60 Minutes and up 8% on Talkin' 'Bout Your Generation). Air Ways wins its timeslot (up 29% on 60 Minutes and up 14% on Talkin' 'Bout Your Generation).
- Bones is up 37% on The Good Wife and ranks in the top 10 most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Seven News is Monday's #1 most-watched programme on television.
- My Kitchen Rules is Monday's #1 most-watched programme for 16-39s and 25-54s and one of the top two most-watched programmes for 18-49s.
- Desperate Housewives wins in 16-39s, 18-49s and 25-54s. Brothers and Sisters – Monday wins its broadcast timeslot in total viewers, 16-39s, 18-49s and 25-54s.
- Seven News is Tuesday's #1 most-watched programme on television.
- My Kitchen Rules defeats Top Gear and is up 64% on The Biggest Loser + Bondi Rescue, and is one of the top 3 most-watched programmes in all key audience demographics on Tuesday.
- Grey's Anatomy ranks in the top 10 most-watched programmes in 16-39s, 18-49s and 25-54s. Brothers and Sisters - Tuesday wins in total viewers, 16-39s, 18-49s and 25-54s.
- Seven News is Wednesday's #1 most-watched programme on television.
- RSPCA Animal Rescue wins its timeslot and is up 51% on The Biggest Loser. Crash Investigation Unit ranks in the top 10 programmes for total viewers, 18-49s and 25-54s, and is up 17% on last week's ICU.
- Criminal Minds wins in total viewers, 18-49s and 25-54s, and one of the top two most-watched programmes for total viewers on Wednesday. Gangs of Oz is up 26% week-on-week and wins in total viewers, 16-39s, 18-49s and 25-54s.
- Seven News is Thursday's #1 most-watched programme on television.
- Cougar Town and How I Met Your Mother dominate in all under 55s demographics and are the top two most-watched programmes for 16-39s, 18-49s and 25-54s. Thank God You're Here wins in 16-39s and 18-49s.
- Seven News is Friday's #1 most-watched programme on television.
- Better Homes and Gardens wins in total viewers, 16-39s, 18-49s and 25-54s.
- Seven News is Saturday's #1 most-watched programme on television.
- Saturday Night At The Movies: Sister Act 2 – Back In The Habit ranks only behind Seven News as the most-watched programme for total viewers, 18-49s and 25-54s.



**Seven scores in the top 25 programmes in all key audiences.**

**Total Viewers**

My Kitchen Rules – Monday	#2
My Kitchen Rules – Tuesday	#3
Air Ways	#6
Seven News – Monday-Friday	#8
Seven News – Sunday	#9
Seven News – Saturday	#10
Border Security	#12
Criminal Minds	#13
Better Homes and Gardens	#15
Bones	#16
Today Tonight	#17
RSPCA Animal Rescue	#22

**25-54s**

My Kitchen Rules – Monday	#1
My Kitchen Rules – Tuesday	#4
Desperate Housewives	#9
Grey's Anatomy	#13
Cougar Town	#14
Bones	#15
Brothers and Sisters – Monday	#17
Criminal Minds	#18
Air Ways	#19
Seven News – Sunday	#20
Brothers and Sisters – Tuesday	#23
How I Met Your Mother	#25

**16-39s**

My Kitchen Rules – Monday	#2
My Kitchen Rules – Tuesday	#6
Cougar Town	#8
Grey's Anatomy	#9
Desperate Housewives	#10
How I Met Your Mother	#11
Brothers and Sisters – Tuesday	#19
Brothers and Sisters – Monday	#21
Bones	#25

**18-49s**

My Kitchen Rules - Monday	#4
My Kitchen Rules – Tuesday	#6
Desperate Housewives	#9
Grey's Anatomy	#10
Cougar Town	#11
Bones	#15
Criminal Minds	#16
How I Met Your Mother	#17
Brothers and Sisters – Monday	#18
Brothers and Sisters – Tuesday	#20
Air Ways	#25

**Week 10 Primetime Shares**

ABC1:	14.7%
Seven:	26.6%
Nine:	25.5%
Ten:	18.1%
SBS1:	5.0%

ABC2:	1.5%
ABC3:	0.5%
7TWO:	3.4%
GO!:	3.4%
One:	0.8%
SBS2:	0.5%

**Week 10 Combined Multiple Channels Primetime Shares**

ABC:	16.6%
Seven:	30.1%
Nine:	28.9%
Ten:	19.0%
SBS:	5.5%

Share data for ABC, 7, 9, 10 and SBS represent network (aggregate) figures. They include all viewing to the broadcasters' primary channel as well as SD and HD channels.

**Week 10 Combined Multiple Channels Demographic Shares**

Demographic	Seven	Nine	Ten
All People	38.6% (38.1%)	37.1% (34.3%)	24.3% (27.5%)
16-39s	34.7% (32.8%)	34.6% (32.7%)	30.8% (34.5%)
18-49s	35.7% (34.7%)	36.2% (33.5%)	28.1% (31.9%)
25-54s	36.5% (35.9%)	36.7% (34.2%)	26.8% (29.9%)

6:00pm-midnight – week 10, 2010 v week 10, 2009. Includes combined audiences on commercial multiple channels.

Ozdam Data. Live and As-Live. Final programme performance and ranking information subject to change when not based on final programme logs.



## Primetime Programming Analysis

Share and audience data analysis for individual programmes live and as live and includes multiple channels on all five free-to-air networks

### Sunday

- Seven wins in news.
- Seven dominates the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Bones	#3
Air Ways	#2	Seven News	#4
Border Security	#4	Air Ways	#6
Bones	#5	Border Security	#8
Sunday Night	#8		
Castle	#10		
<b>16-39s</b>		<b>18-49s</b>	
Bones	#5	Bones	#3
Air Ways	#7	Air Ways	#6
Border Security	#9	Seven News	#7
Seven News	#10	Border Security	#8

- **Seven News** (1.344 million). Seven News is the #1 most-watched programme on television. Seven News wins network – up 182,000 viewers on Nine News, a 16% audience advantage.
- **Sunday Night** (1.079 million) wins its timeslot (up 31% on Domestic Blitz and up 29% on The Biggest Loser) and has more viewers than 60 Minutes – 26 share in all people.
- **Border Security** (1.290 million):
  - wins its timeslot (up 23% on 60 Minutes and up 8% on Talkin' 'Bout Your Generation).
  - ranks in the top 10 most-watched programmes in all key demographics: 28 share in all people.
- **Air Ways** (1.354 million):
  - wins its timeslot (up 29% on 60 Minutes and up 14% on Talkin' 'Bout Your Generation).
  - ranks in the top 10 most-watched programmes in all key demographics: 28 share in all people.
- **Bones** (1.231 million) is up 37% on The Good Wife and ranks in the top 10 most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in all people.

## Monday

- Seven wins in news and public affairs.
- Seven wins in primetime in 16-39s, 18-49s and 25-54s.

Seven is up 3% on Nine and up 6% on Ten in 16-39s. Seven is up 3% on Nine and up 21% on Ten in 18-49s. Seven is up 3% on Nine and up 38% on Ten in 25-54s.

7TWO leads GO! and One. Seven-7TWO outpaces the combined audiences of Nine-Go and Ten-One in total viewers.

- Seven wins in breakfast television. Sunrise leads Today in total viewers (and is up 21% on Today + live Olympic Winter Games coverage in under 55s).
- Seven dominates the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	My Kitchen Rules	#1
My Kitchen Rules	#3	Desperate Housewives	#4
Today Tonight	#5	Brothers and Sisters	#6
Home and Away	#10	Seven News	#8
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#2
Desperate Housewives	#4	Desperate Housewives	#4
Brothers and Sisters	#8	Brothers and Sisters	#7
		Seven News	#10

- **Deal or No Deal** (0.655 million) is up 77,000 viewers on Millionaire Hot Seat, a 13% audience advantage.
- **Seven News** (1.495 million). Seven News is the #1 most-watched programme on television on Monday. Seven News wins Sydney and Melbourne. Seven News wins network – up 218,000 viewers on Nine News, a 17% audience advantage.
- **Today Tonight** (1.342 million). Today Tonight wins Sydney. Today Tonight wins network – up 130,000 viewers on A Current Affair, an 11% audience advantage.
- **Home and Away** (1.145 million) is up 54% on The 7PM Project – 25 share in all people, 25 share in 16-39s and 25 share in 25-54s.
- **My Kitchen Rules** (1.410 million):
  - Monday's #1 most-watched programme for 16-39s and 25-54s and one of the top two most-watched programmes for 18-49s.
  - up 40% on The Biggest Loser and up 6% on first-run Two and a Half Men and Big Bang Theory.
  - wins in total viewers, 16-39s, 18-49s and 25-54s: 29 share in all people, 33 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- **Desperate Housewives** (1.027 million) wins in 16-39s, 18-49s and 25-54s: 27 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s.
- **Brothers and Sisters** (0.895 million):
  - wins its broadcast timeslot in total viewers, 16-39s, 18-49s and 25-54s.
  - ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s: 26 share in all people, 31 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.

## Tuesday

- Seven wins in news and public affairs.
- Seven wins in primetime: number 1 in total viewers on primary channels.

Seven is up 31% on Ten in total viewers, up 25% on Ten in 16-39s, up 32% on Ten in 18-49s and up 36% on Ten in 25-54s.

- 7TWO is the most-watched of the new multi-channels and Seven-7TWO combine to outpace Nine-Go and Ten-One in total viewers.
- Seven dominates the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	My Kitchen Rules	#2
My Kitchen Rules	#2	Grey's Anatomy	#5
Today Tonight	#5	Brothers and Sisters	#7
Grey's Anatomy	#10	Seven News	#9
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#3	My Kitchen Rules	#3
Grey's Anatomy	#4	Grey's Anatomy	#4
Brothers and Sisters	#6	Brothers and Sisters	#6
		Seven News	#9

- **Seven News** (1.402 million). Seven News is Tuesday's #1 most-watched programme on television. Seven News wins Melbourne. Seven News wins network – up 268,000 viewers on Nine News, a 24% audience advantage.
- **Today Tonight** (1.248 million). Today Tonight wins network – up 87,000 viewers on A Current Affair, a 7% audience advantage.
- **Home and Away** (1.025 million) is up 48% on The 7PM Project.
- **My Kitchen Rules** (1.406 million):
  - defeats Top Gear and is up 64% on The Biggest Loser + Bondi Rescue.
  - ranks only behind Seven News as Tuesday's #1 most-watched programme for total viewers.
  - one of the top 3 most-watched programmes in all key audience demographics: 30 share in all people, 33 share in 16-39s, 31 share in 18-49s and 32 share in 25-54s.
- **Grey's Anatomy** (1.048 million) ranks in the top 10 most-watched programmes in 16-39s, 18-49s and 25-54s – 28 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.
- **Brothers and Sisters** (0.887 million):
  - wins in total viewers, 16-39s, 18-49s and 25-54s.
  - ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s: 29 share in all people, 34 share in 16-39s, 33 share in 18-49s and 33 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, 18-49s and 25-54s.

Seven is up 10% on Nine and up 63% on Ten in total viewers. Seven is up 21% on Nine in 16-39s. Seven is up 25% on Nine and up 20% on Ten in 18-49s. Seven is up 20% on Nine and up 30% on Ten in 25-54s.

Seven wins in primetime on combined audiences of multiple channels. Seven-7TWO is number 1 for total viewers, 16-39s, 18-49s and 25-54s ahead of Nine-Go and Ten-One.

- Seven wins in breakfast television. Sunrise is up 8% on Today in total viewers (and up 10% on Today in all viewers under 55) across 6:00-9:00am. Seven wins in morning television. The Morning Show is up 74% on KAK and up 252% on Ten News + The Circle.
- Seven dominates the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Criminal Minds	#3
Criminal Minds	#2	Gangs of Oz	#5
Today Tonight	#4	RSPCA Animal Rescue	#6
RSPCA Animal Rescue	#5	Seven News	#8
Crash Investigation Unit	#7	Crash Investigation Unit	#9
Home and Away	#10		
<b>16-39s</b>		<b>18-49s</b>	
Criminal Minds	#5	Criminal Minds	#2
Gangs of Oz	#6	Gangs of Oz	#5
RSPCA Animal Rescue	#10	RSPCA Animal Rescue	#8
		Crash Investigation Unit	#9

- **Deal or No Deal** (0.555 million) leads Millionaire Hot Seat.
- **Seven News** (1.305 million). Seven News is Wednesday's #1 most-watched programme on television. Seven News wins Sydney and Melbourne. Seven News wins network – up 305,000 viewers on Nine News, a 31% audience advantage.
- **Today Tonight** (1.189 million). Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 158,000 viewers on A Current Affair.
- **Home and Away** (1.022 million) wins and is up 55% on The 7PM Project – 25 share in all people, 25 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.
- **RSPCA Animal Rescue** (1.133 million) wins its timeslot and is up 51% on The Biggest Loser – 27 share in all people, 25 share in 18-49s and 25 share in 25-54s.
- **Crash Investigation Unit** (1.100 million) ranks in the top 10 programmes for total viewers, 18-49s and 25-54s, and is up 17% on last week's ICU – 25 share in all people.
- **Criminal Minds** (1.264 million):
  - wins in total viewers, 18-49s and 25-54s.
  - one of the top two most-watched programmes for total viewers on Wednesday and ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s: 29 share in all people, 26 share in 18-49s and 26 share in 25-54s.
- **Gangs of Oz** (0.856 million) is up 26% week-on-week and wins in total viewers, 16-39s, 18-49s and 25-54s – 27 share in all people, 30 share in 16-39s, 31 share in 18-49s and 28 share in 25-54s.

## Thursday

- Seven wins in news and public affairs.
- Seven wins primetime in all key audience demographics: number 1 for 16-39s, 18-49s and 25-54s.

Seven is up 39% on Nine and up 15% on Ten in 16-39s. Seven is up 18% on Nine and up 13% on Ten in 18-49s. Seven is up 5% on Nine and up 10% on Ten in 25-54s.

Seven and 7TWO lead Nine-Go and Ten-One in 16-39s and 18-49s on combined audiences of multiple channels.

- Seven wins in breakfast television. Sunrise is up 12% on Today in total viewers (and up 22% on Today in all viewers under 55) across 6:00-9:00am. Seven wins in morning television. The Morning Show is up 48% on KAK and up 176% on Ten News + The Circle.
- Seven dominates the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Cougar Town	#1
Today Tonight	#2	How I Met Your Mother	#2
Home and Away	#8	Seven News	#7
Cougar Town	#10		
<b>16-39s</b>		<b>18-49s</b>	
Cougar Town	#1	Cougar Town	#1
How I Met Your Mother	#2	How I Met Your Mother	#2
Thank God You're Here	#5	Home and Away	#8
Home and Away	#6	Seven News	#9

- **Deal or No Deal** (0.585 million) is up 13,000 viewers on Millionaire Hot Seat, a 2% audience advantage.
- **Seven News** (1.270 million). Seven News is Thursday's #1 most-watched programme on television. Seven News wins Sydney and Melbourne. Seven News wins network – up 238,000 viewers on Nine News, a 24% audience advantage.
- **Today Tonight** (1.163 million). Today Tonight ranks only behind Seven News as the most-watched programme on television. Today Tonight wins Melbourne. Today Tonight wins network – up 149,000 viewers on A Current Affair, a 15% audience advantage.
- **Home and Away** (0.956 million) leads Two and a Half Men and is up 48% on The 7PM Project – 27 share in 16-39s and 25 share in 18-49s.
- **Cougar Town** (0.916 million):
  - Thursday's #1 most-watched programme for 16-39s, 18-49s and 25-54s.
  - Wins in all key audience demographics: 34 share in 16-39s, 30 share in 18-49s and 28 share in 25-54s.
- **How I Met Your Mother** (0.789 million):
  - ranks only behind Cougar Town as the most-watched programme for 16-39s, 18-49s and 25-54s.
  - wins in all key audience demographics: 34 share in 16-39s, 29 share in 18-49s and 27 share in 25-54s.
- **Thank God You're Here** (0.621 million) wins in 16-39s and 18-49s – 30 share in 16-39s and 26 share in 18-49s.

## Friday

- Seven wins in news and public affairs.
- Seven wins in primetime.

Seven wins primetime on primary channels: number 1 for total viewers, 16-39s, 18-49s and 25-54s.

Seven is up 31% on Nine and up 75% on Ten in total viewers. Seven is up 22% on Nine and up 15% on Ten in 16-39s. Seven is up 20% on Nine and up 32% on Ten in 18-49s. Seven is up 22% on Nine and up 44% on Ten in 25-54s.

Seven and 7TWO lead Nine-Go and Ten-One in total viewers, 16-39s, 18-49s and 25-54s on combined audiences of multiple channels.

- Seven wins in breakfast television. Sunrise is up 11% on Today in total viewers (and up 15% on Today in all viewers under 55) across 6:00-9:00am. Seven wins in morning television. The Morning Show is up 40% on KAK and up 183% on Ten News + The Circle.
- Seven dominates the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#1
Today Tonight	#2	Today Tonight	#2
Better Homes and Gardens	#3	Better Homes and Gardens	#3
Home and Away	#10	Home and Away	#10
<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#2	Better Homes and Gardens	#2
Home and Away	#7	Seven News	#3
Seven News	#8	Today Tonight	#4
Today Tonight	#10	Home and Away	#10

Programming note: Seven did not broadcast a network schedule 8:30pm-midnight. Seven Adelaide pre-empts Home and Away and Better Homes and Gardens for AFL coverage.

- **Seven News** (1.248 million). Seven News is the most-watched programme on television on Friday. Seven News wins Melbourne. Seven News wins network – up 152,000 viewers on Nine News, a 14% audience advantage.
- **Today Tonight** (1.189 million). Today Tonight ranks only behind Seven News as the most-watched programme on television. Today Tonight wins network – up 191,000 viewers on A Current Affair, a 19% audience advantage.
- **Home and Away** (0.807 million – not broadcast in Adelaide)
- **Better Homes and Gardens** (1.138 million – not broadcast in Adelaide) ranks only behind Seven News as the most-watched programme for 16-39s and 18-49s and is one of the top three most-watched programmes for 25-54s.

## Saturday

- Seven wins in news.
- Seven wins in primetime.

Seven wins in primetime on primary channels: number 1 for total viewers, 16-39s, 18-49s and 25-54s.

Seven is up 12% on Nine and up 74% on Ten in total viewers. Seven is up 22% on Nine and up 26% on Ten in 16-39s. Seven is up 9% on Nine and up 44% on Ten in 18-49s. Seven is up 14% on Nine and up 63% on Ten in 25-54s.

Seven and 7TWO lead Nine-Go and Ten-One in total viewers, 16-39s, 18-49s and 25-54s on combined audiences of multiple channels.

- Seven wins in breakfast television. Weekend Sunrise is up 27% on Weekend Today in total viewers (and up 37% on Weekend Today in all viewers under 55) across 7:00-9:00am.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#1
Sister Act 2	#4	Sister Act 2	#2
		Weekend Sunrise	#10
16-39s		18-49s	
Seven News	#1	Seven News	#1
Sister Act 2	#2	Sister Act 2	#2
Disturbia	#7		

- **Seven News** (1.299 million). Seven News is the #1 most-watched programme on television. Seven News wins Sydney and Melbourne. Seven News wins network – up 310,000 viewers on Nine News, a 31% audience advantage.
- **Saturday Night At The Movies: Sister Act 2 – Back In The Habit** (0.951 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 27 share in all people, 30 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

Programming note: Seven did not broadcast a network schedule 8:30pm-midnight