

29 June 2009

Seven Network Ratings Report

Week 26: 21 June – 27 June, 2009

Seven scores in primetime.

- Seven scores 4 of the top 10 and 11 of the top 20 programmes.
- Seven wins Monday in primetime: number 1 in total viewers. Seven is up 25% on Nine in total viewers across primetime on Tuesday. Seven wins primetime on Thursday in 16-39s, 18-49s, 25-54s and all viewers under 55. Seven wins in primetime on Friday: number 1 in total viewers and 25-54s.

Seven wins in news.

- Seven News (1.618 million) leads Nine News. Seven News is up 319,000 viewers on Nine News, a 25% audience advantage.

Seven win in public affairs.

- Today Tonight (1.428 million) leads A Current Affair. Today Tonight is up 220,000 viewers on A Current Affair, an 18% audience advantage.

Seven wins in 5:30pm game shows.

- Deal or No Deal (0.874 million) leads Millionaire Hot Seat. Deal or No Deal is up 182,000 viewers on Hot Seat, a 26% audience advantage.
- Deal or No Deal leads Millionaire Hot Seat across both programmes' four head-to-head broadcast markets. Deal is up 19% on Hot Seat in total viewers, up 36% in 16-39s, up 46% in 18-49s and up 43% in 25-54s.

Seven wins in breakfast and morning television.

- Sunrise dominates Today in total viewers, 16-39s, 18-49s and 25-54s.
- The Morning Show dominates Mornings with Kerri-Anne and 9AM with David and Kim in total viewers, 16-39s, 18-49s and 25-54s.

Seven leads in the current television year.

Seven is number 1 in primetime across the current television year.

Seven is up in key audiences in primetime vs weeks 7-26, 2008: up 1.1% in total viewers, up 0.9% in 18-49s and up 2.6% in 25-54s. Seven is up in audience share in key demographics on the same period in 2008: 18-49s and 25-54s.

Seven is also number 1 in breakfast television, morning television, news and public affairs and across the 6:00am-midnight broadcast day in the current television year.



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Seven is number 1 in breakfast television.

- Weekend Sunrise is up 61% on Today on Sunday in total viewers (and up 65% on Today on Sunday in all viewers under 55) across 7:00-10:00am.

07:00-10:00am Sunday			
Demographic	Seven	Nine	Ten
Total viewers	47.4%	29.4%	23.2%
16-39s	49.5%	33.6%	16.9%
18-49s	51.9%	29.6%	18.5%
25-54s	51.3%	29.2%	19.5%

- Sunrise is up 26% on Today in total viewers (and up 44% on Today in all viewers under 55) across 6:00-9:00am Monday-Friday. Sunrise dominates in 16-39s, 18-49s and 25-54s.

06:00-09:00am Monday-Friday			
Demographic	Seven	Nine	Ten
Total viewers	50.8%	40.2%	9.0%
16-39s	53.9%	37.5%	8.6%
18-49s	53.4%	38.3%	8.3%
25-54s	54.0%	38.4%	7.5%

Seven is number 1 in morning television.

- The Morning Show is up 29% on Mornings with Kerri-Anne in total viewers (and up 65% on KAK in all viewers under 55). The Morning Show is up 181% on 9AM with David and Kim in total viewers (and up 222% on David and Kim in all viewers under 55) across 9:00-11:00am Monday-Friday.

09:00-11:00am Monday-Friday			
Demographic	Seven	Nine	Ten
Total viewers	46.9%	36.4%	16.7%
16-39s	51.9%	30.9%	17.2%
18-49s	54.0%	30.2%	15.7%
25-54s	52.5%	31.4%	16.1%

Seven scores in sports television.

- AFL Game Day is up 78% on Wide World of Sports across both programmes' head-to-head markets in Melbourne, Adelaide and Perth.
- V8 Supercars on Seven's coverage of the SkyCity Triple Crown dominates across Sunday - winning in total viewers, 16-39s, 18-49s and 25-54s:

2:00-5:00pm Sunday			
Demographic	Seven	Nine	Ten
Total viewers	40.4%	38.7%	20.9%
16-39s	39.5%	35.9%	24.6%
18-49s	39.9%	37.6%	22.5%
25-54s	39.3%	37.8%	22.9%

Audience shares exclude 12:00-15:00 Perth broadcast.

- AFL on Seven: Friday Night Football – Essendon v Carlton dominates across its primetime broadcast markets, more than matching the combined audiences of Nine and Ten in Melbourne, Adelaide and Perth:

Demographic	Seven	Nine	Ten
Total viewers	51.1%	20.3%	28.7%
16-39s	37.7%	23.7%	38.6%
18-49s	44.8%	21.4%	33.8%
25-54s	47.5%	20.9%	31.6%

- Rugby on Seven's coverage of Australia v France – 31 share across its two primetime broadcast markets in Sydney and Brisbane.

Seven delivers across primetime.

Sunday

Seven News wins network – up 6% on Nine News. Sunday Night peaks at 1.55 million, wins its timeslot and delivers more viewers than 60 Minutes. Bones leads first-run CSI: Crime Scene Investigation in all key audiences and ranks in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s. Castle wins in total viewers and 25-54s and ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s.

Monday

Seven wins in primetime: number 1 in total viewers.

Seven News is the #1 most-watched programme on television on Monday. Seven News and Today Tonight dominate. Home and Away leads Two and a Half Men. Scrubs ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s. Desperate Housewives wins in 25-54s, leads Sea Patrol in all key audiences (up 58% on Sea Patrol in all viewers under 55), and is one of the top 2 most-watched programmes for 25-54s and ranks in the top 10 programmes for total viewers, 16-39s and 18-49s. Brothers and Sisters wins in total viewers, 18-49s and 25-54s.

Tuesday

Seven is up 25% on Nine in total viewers across primetime.

Seven News and Today Tonight win. Home and Away leads Two and a Half Men. The Zoo is up 69% on Home Made Find My Family is up 57% on Home Made. All Saints peaks at 1.26 million, is up 36% on Two and a Half Men and ranks in the top 10 programmes for 18-49s and 25-54s.

Wednesday

Seven News and Today Tonight dominate. Home and Away leads Two and a Half Men.

Thursday

Seven wins in primetime in 16-39s, 18-49s, 25-54s and all viewers under 55.

Seven News is the most-watched programme on television on Thursday. Seven News and Today Tonight dominate. Ghost Whisperer and Thank God You're Here (depending on broadcast market) combine to win 7:30-8:30pm on network in total viewers and 25-54s. Grey's Anatomy peaks at 1.38 million, is one of the top 2 most-watched programmes for 16-39s, 18-49s and 25-54s on Thursday and dominates in 16-39s, 18-49s and 25-54s. Private Practice peaks at 1.08 million and ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s.

Friday

Seven wins in primetime: number 1 in total viewers and 25-54s.

Seven News is the most-watched programme on television on Friday. Seven News and Today Tonight dominate. Home and Away ranks in the top 10 programmes in all key audience demographics. Better Homes and Gardens peaks at 1.47 million, wins its timeslot and ranks in the top 10 programmes in all key audience demographics.

Saturday

Seven News is the most-watched programme on television on Saturday. Seven News is up 334,000 viewers on Nine News, a 29% audience advantage.

Seven scores in the top 25 programmes.

Total Viewers		25-54s	
Seven News – Sunday	#5	Bones	#6
Seven News – Monday-Friday	#6	Desperate Housewives	#8
Thank God You're Here	#9	Thank God You're Here	#10
Seven News – Saturday	#10	Grey's Anatomy	#12
Today Tonight	#11	Seven News – Sunday	#15
Sunday Night	#13	Seven News – Monday-Friday	#22
The Zoo	#14	Brothers and Sisters	#23
Better Homes and Gardens	#15		
Find My Family	#16		
Bones	#18		
Desperate Housewives	#19		
16-39s		18-49s	
Desperate Housewives	#9	Desperate Housewives	#8
Scrubs	#10	Grey's Anatomy	#9
Grey's Anatomy	#11	Bones	#11
Bones	#14	Thank God You're Here	#12
Family Guy	#17	Scrubs	#14
Thank God You're Here	#18	Brothers and Sisters	#17
Brothers and Sisters	#20	Seven News – Sunday	#22

Week 26 Primetime Shares

	Network	Sydney	Melbourne
ABC:	17.6	19.0	16.4
Seven:	25.5	24.6	26.0
Nine:	26.3	27.5	25.1
Ten:	25.8	23.8	27.8
SBS	4.8	5.1	4.7

Week 26 Demographic Shares

Demographic	Seven	Nine	Ten
All People	32.9% (36.3%)	33.9% (37.7%)	33.2% (26.0%)
16-39s	30.0% (31.5%)	30.8% (34.1%)	39.3% (34.4%)
18-49s	31.3% (33.6%)	32.0% (35.3%)	36.7% (31.1%)
25-54s	31.8% (34.7%)	32.8% (37.0%)	35.5% (28.3%)

6:00pm-midnight – week 26, 2009 v week 26, 2008.

Primetime Audience Demographics

Week 26, 2009 v week 26, 2008

Audience shares	Seven	Nine	Ten
All People	32.9% (36.9%)	33.5% (37.1%)	33.5% (25.9%)
16-39s	28.8% (31.4%)	30.6% (33.5%)	40.5% (35.0%)
18-49s	30.6% (33.8%)	31.8% (34.7%)	37.5% (31.5%)
25-54s	31.3% (35.1%)	32.8% (36.6%)	35.9% (28.4%)

Survey Year-to-Date

Audience shares	Seven	Nine	Ten
All People	36.0% (36.0%)	33.9% (35.4%)	30.1% (28.6%)
16-39s	30.2% (30.2%)	31.5% (32.8%)	38.4% (37.0%)
18-49s	32.6% (32.4%)	32.6% (33.7%)	34.9% (33.8%)
25-54s	33.6% (33.8%)	33.5% (34.9%)	32.8% (31.3%)

OzTAM Data for 6:00-10:30pm. Final programme performance and ranking information subject to change when not based on final programme logs.

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven wins in breakfast television. Weekend Sunrise is up 61% on Today on Sunday in total viewers (and up 65% on Today on Sunday in all viewers under 55) across 7:00-10:00am.
- Seven scores in the most-watched programmes – including 3 of the top 5 programmes for total viewers, 4 of the top 10 programmes for 16-39s, 4 of the top 10 programmes for 18-49s and 4 of the top 10 programmes for 25-54s:

All People		25-54s	
Seven News	#2	Bones	#2
Sunday Night	#4	Seven News	#5
Bones	#5	Sunday Night	#9
		Castle	#10
16-39s		18-49s	
Bones	#3	Bones	#3
Seven News	#7	Seven News	#6
Sunday Night	#9	Sunday Night	#9
Castle	#10	Castle	#10

- **Seven News** (1.664 million). Seven News wins network – up 90,000 viewers on Nine News, a 6% audience advantage.
- **Sunday Night** (1.351 million):
 - peaks at 1.55 million and is up 17% Sunday-on-Sunday.
 - wins its timeslot: up 9% on Random Acts of Kindness (down 12% Sunday-on-Sunday) and up 4% on Merlin.
 - delivers more viewers than 60 Minutes. Sunday Night is up 7% on 60 Minutes.
 - ranks in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s: 34 share in all people, 30 share in 18-49s and 31 share in 25-54s.
- **Border Security** (1.047 million). **The Force** (1.078 million).
- **Bones** (1.312 million):
 - leads first-run CSI: Crime Scene Investigation in all key audiences: up 33% in total viewers, up 44% in 16-39s, up 39% in 18-49s and up 45% in 25-54s.
 - ranks in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s: 36 share in all people, 31 share in 16-39s, 33 share in 18-49s and 35 share in 25-54s.
- **Castle** (0.942 million):
 - wins in total viewers and 25-54s.
 - leads CSI: Miami (up 8% in total viewers, up 18% in 16-39s, up 20% in 18-49s and up 25% in 25-54s) and over-run of Rove and The Biggest Loser (up 12% in total viewers and up 2% in 25-54s).
 - ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s: 36 share in all people, 30 share in 16-39s, 34 share in 18-49s and 36 share in 25-54s.

Monday

- Seven wins in news and public affairs.
- Seven wins in primetime: number 1 in total viewers.
- Seven leads Nine in all key audiences: up 7% in total viewers, up 64% in 16-39s, up 45% in 18-49s and up 29% in 25-54s.
- Seven wins in breakfast television. Sunrise is up 32% on Today in total viewers (and up 54% in all viewers under 55) across 6:00-9:00am.
- Seven dominates the most-watched programmes – including the number 1, 2 of the top 3 and 4 of the top 10 programmes for total viewers, 5 of the top 10 programmes for 16-39s, 5 of the top 10 programmes for 18-49s and 5 of the top 10 programmes for 25-54s:

All People		25-54s	
Seven News	#1	Desperate Housewives	#2
Today Tonight	#3	Seven News	#4
Desperate Housewives	#7	Today Tonight	#6
Home and Away	#10	Brothers and Sisters	#7
		Scrubs	#8
16-39s		18-49s	
Desperate Housewives	#4	Desperate Housewives	#3
Scrubs	#5	Scrubs	#5
Brothers and Sisters	#6	Seven News	#6
How I Met Your Mother	#9	Brothers and Sisters	#7
Seven News	#10	Today Tonight	#8

- **Deal or No Deal** (0.969 million) is up 245,000 viewers on Millionaire Hot Seat, a 34% audience advantage.
- **Seven News** (1.800 million). Seven News is the most-watched programme on television on Monday. Seven News wins Sydney. Seven News wins network – up 405,000 viewers on Nine News, a 29% audience advantage.
- **Today Tonight** (1.615 million). Today Tonight wins Sydney. Today Tonight wins network – up 346,000 viewers on A Current Affair, a 27% audience advantage.
- **Home and Away** (1.168 million) leads Two and a Half Men – 31 share in all people.
- **Scrubs** (1.006 million) leads You Saved My Life (up 33% in total viewers, up 287% in 16-39s, up 152% in 18-49s and up 115% in 25-54s) and ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s: 30 share in total viewers, 41 share in 16-39s, 36 share in 18-49s and 34 share in 25-54s.
- **Desperate Housewives** (1.308 million) wins in 25-54s, leads Sea Patrol in all key audiences (up 112% in 16-39s, up 73% in 18-49s, up 49% in 25-54s and up 58% in all viewers under 55), is one of the top 2 most-watched programmes for 25-54s and ranks in the top 10 programmes for total viewers, 16-39s and 18-49s: 34 share in all people, 39 share in 16-39s, 39 share in 18-49s and 38 share in 25-54s.
- **Brothers and Sisters** (1.024 million):
 - wins in total viewers, 18-49s and 25-54s.
 - leads Missing Persons Unit (up 11% in total viewers, up 92% in 16-39s, up 72% in 18-49s and up 58% in 25-54s) and Supernatural (up 30% in total viewers, up 15% in 18-49s and up 25% in 25-54s).

Demographic	Seven	Nine	Ten
Total viewers	37%	34%	29%
16-39s	40%	20%	40%
18-49s	41%	24%	36%
25-54s	41%	26%	33%

Tuesday

- Seven wins in news and public affairs.
- Seven is up 25% on Nine in total viewers across primetime.
- Seven wins in breakfast television. Sunrise is up 26% on Today in total viewers (and up 39% on Today in all viewers under 55) across 6:00-9:00am.
- Seven scores in the most-watched programmes – including 4 of the top 10 programmes for total viewers and 3 of the top 10 programmes for 25-54s:

All People		25-54s	
Seven News	#4	Seven News	#5
Today Tonight	#5	Today Tonight	#6
The Zoo	#6	All Saints	#9
Find My Family	#7		

- **Deal or No Deal** (0.869 million) is up 198,000 viewers on Millionaire Hot Seat, a 30% audience advantage.
- **Seven News** (1.574 million). Seven News wins Sydney. Seven News wins network – up 329,000 viewers on Nine News, a 26% audience advantage.
- **Today Tonight** (1.342 million). Today Tonight wins network – up 91,000 viewers on A Current Affair, a 7% audience advantage.
- **Home and Away** (1.140 million) leads Two and a Half Men – 30 share in all people.
- **The Zoo** (1.341 million) is up 69% on Home Made – 35 share in all people.
- **Find My Family** (1.322 million) is up 57% on Home Made – 33 share in all people.
- **All Saints** (1.197 million) peaks at 1.26 million, is up 36% on Two and a Half Men and ranks in the top 10 programmes for 18-49s and 25-54s – 32 share in all people.

Wednesday

- Seven wins in news and public affairs.
- Seven wins in breakfast television. Sunrise is up 42% on Today in total viewers (and up 56% on Today in all viewers under 55) across 6:00-9:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#6
Today Tonight	#4	Today Tonight	#8
16-39s		18-49s	
Family Guy	#5	Seven News	#5
How I Met Your Mother	#7	Family Guy	#8
		Today Tonight	#9
		How I Met Your Mother	#10

- **Deal or No Deal** (0.879 million) is up 195,000 viewers on Millionaire Hot Seat, a 29% audience advantage.
- **Seven News** (1.630 million). Seven News wins Sydney and Melbourne. Seven News wins network – up 307,000 viewers on Nine News, a 23% audience advantage.
- **Today Tonight** (1.431 million). Today Tonight wins Sydney. Today Tonight wins network – up 233,000 viewers on A Current Affair, a 19% audience advantage.

Thursday

- Seven wins in news and public affairs.
- Seven wins in primetime in 16-39s, 18-49s, 25-54s and all viewers under 55.
- Seven is up 7% on Nine and up 8% on Ten in 16-39s. Seven is up 6% on Nine and up 20% on Ten in 18-49s. Seven is up 3% on Nine and up 25% on Ten in 25-54s. Seven is up 3% on Nine and up 11% on Ten in under 55s.
- Seven wins in breakfast television. Sunrise is up 24% on Today in total viewers (and up 43% on Today in all viewers under 55).
- Seven scores in the most-watched programmes – including the number 1, 2 of the top 3 and 3 of the top 10 programmes for total viewers, 2 of the top 10 programmes for 16-39s, 4 of the top 10 programmes for 18-49s and 4 of the top 10 programmes for 25-54s:

All People		25-54s	
Seven News	#1	Grey's Anatomy	#2
Today Tonight	#3	Seven News	#3
Grey's Anatomy	#8	Today Tonight	#6
		Private Practice	#9
16-39s		18-49s	
Grey's Anatomy	#2	Grey's Anatomy	#2
Private Practice	#8	Private Practice	#7
		Seven News	#8
		Today Tonight	#9

- **Deal or No Deal** (0.806 million) is up 138,000 viewers on Millionaire Hot Seat, a 21% audience advantage.
- **Seven News** (1.526 million). Seven News is the most-watched programme on television on Thursday. Seven News wins Sydney and Melbourne. Seven News wins network – up 315,000 viewers on Nine News, a 26% audience advantage.
- **Today Tonight** (1.371 million). Today Tonight wins Sydney. Today Tonight wins network – up 192,000 viewers on A Current Affair, a 16% audience advantage.
- **Home and Away** (1.016 million).
- **Ghost Whisperer** and **Thank God You're Here** combine to win 7:30-8:30pm on network in total viewers and 25-54s – 36 share in all people, 30 share in 16-39s, 34 share in 18-49s and 37 share in 25-54s.
- **Grey's Anatomy** (1.151 million):
 - peaks at 1.38 million and is one of the top 2 most-watched programmes for 16-39s, 18-49s and 25-54s on Thursday.
 - wins in 16-39s, 18-49s and 25-54s, and leads Trouble In Paradise (up 50% in 16-39s, up 41% in 18-49s and up 28% in 25-54s) and Law and Order: Criminal Intent (up 71% in 16-39s, up 68% in 18-49s and up 62% in 25-54s).

Demographic	Seven	Nine	Ten
Total viewers	36%	34%	30%
16-39s	44%	30%	26%
18-49s	43%	31%	26%
25-54s	42%	32%	26%

- **Private Practice** (0.809 million) peaks at 1.08 million, ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s and outpaces Medium in all key demographics (up 67% in 16-39s, up 44% in 18-49s and up 34% in 25-54s) – 30 share in all people, 38 share in 16-39s, 36 share in 18-49s and 35 share in 25-54s.

Friday

- Seven wins in news and public affairs.
- Seven wins in primetime: number 1 in total viewers and 25-54s.
- Seven is up 25% on Nine and up 29% on Ten in total viewers. Seven is up 19% on Nine and up 9% on Ten in 25-54s. Seven is up 6% on Nine in 16-39s. Seven is up 17% on Nine in 18-49s.
- Seven wins in breakfast television. Sunrise is up 12% on Today in total viewers (and up 29% on Today in all viewers under 55) across 6:00-9:00am.
- Seven dominates the most-watched programmes – including the number 1, top 2 and 4 of the top 10 programmes for total viewers, 4 of the top 10 programmes for 16-39s, 5 of the top 10 programmes for 18-49s and 5 of the top 10 programmes for 25-54s:

All People		25-54s	
Seven News	#1	Seven News	#2
Today Tonight	#2	Today Tonight	#3
Better Homes and Gardens	#4	Better Homes and Gardens	#6
Home and Away	#7	Home and Away	#8
		AFL on Seven	#10

16-39s		18-49s	
Today Tonight	#3	Seven News	#2
Seven News	#4	Today Tonight	#3
Better Homes and Gardens	#6	Better Homes and Gardens	#6
Home and Away	#7	Home and Away	#8
		AFL on Seven	#10

- **Deal or No Deal** (0.848 million) is up 166,000 viewers on Millionaire Hot Seat, a 24% audience advantage.
- **Seven News** (1.562 million). Seven News is the most-watched programme on television on Friday. Seven News wins Sydney and Melbourne. Seven News wins network – up 267,000 viewers on Nine News, a 21% audience advantage.
- **Today Tonight** (1.381 million). Today Tonight ranks only behind Seven News as the most-watched programme on television. Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 202,000 viewers on A Current Affair, a 17% audience advantage.
- **Home and Away** (1.059 million) ranks in the top 10 programmes in all key audience demographics – 30 share in all people.
- **Better Homes and Gardens** (1.322 million) peaks at 1.47 million, wins its timeslot and ranks in the top 10 programmes in all key audience demographics – 37 share in all people, 30 share in 18-49s and 30 share in 25-54s.

Saturday

- **Seven News** (1.471 million). Seven News is the most-watched programme on television on Saturday. Seven News wins Sydney and Melbourne. Seven News wins network – up 334,000 viewers on Nine News, a 29% audience advantage.