

12 July 2010

Seven Network Ratings Report

Week 28: 4 July – 10 July 2010



Seven wins in news.

- Seven News (1.482 million) wins network across Monday-Friday - up 185,000 viewers on Nine News – a 14% audience advantage.
- Seven News (1.604 million) wins network on Sunday – up 201,000 viewers on Nine News, a 14% audience advantage.
- Seven News (1.299 million) wins network on Saturday– up 203,000 viewers on Nine News, a 19% audience advantage.

Seven wins in public affairs.

- Today Tonight (1.421 million) wins – up 237,000 viewers on A Current Affair, a 20% audience advantage.

Seven scores in primetime.

- Seven wins Sunday in total viewers. Seven wins Tuesday in total viewers. Seven leads Nine in all key audience demographics on Thursday. Seven wins Friday in total viewers and 25-54s.

Seven wins in breakfast television.

- Sunrise is up 29% on Today in total viewers (and up 40% on Today in all viewers under 55) across 6:00-9:00am Monday-Friday.
- Weekend Sunrise is up 74% on Weekend Today in total viewers (and up 108% on Weekend Today in all viewers under 55) across 7:00-10:00am Sunday.
- Weekend Sunrise is up 38% on Weekend Today in total viewers (and up 63% on Weekend Today in all viewers under 55) across 7:00-9:00am Saturday.

Seven wins in morning television.

- Morning Show is up 46% on Kerri-Anne and up 75% on The Circle in total viewers.

Seven is number 1 in 2010.

Seven leads in primetime on primary channels across the current television year.

Seven + 7TWO leads in primetime on the combined audiences of all multiple channels in primetime across the current television year.



Primetime audience demographics for primary channels

6:00pm-10:30pm Week 28, 2010 v Week 28, 2009

| Audience shares | Seven | Nine | Ten |
|-----------------|---------------|---------------|---------------|
| All People | 31.8% (37.8%) | 34.3% (30.7%) | 33.9% (31.5%) |
| 16-39s | 27.1% (32.4%) | 32.0% (28.5%) | 41.0% (39.1%) |
| 18-49s | 28.9% (34.4%) | 32.3% (29.6%) | 38.8% (36.0%) |
| 25-54s | 29.5% (35.4%) | 33.1% (30.5%) | 37.4% (34.1%) |

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

| Audience shares | Seven | Nine | Ten |
|-----------------|---------------|---------------|---------------|
| All People | 35.6% (36.3%) | 34.8% (33.9%) | 29.6% (29.8%) |
| 16-39s | 30.7% (30.6%) | 32.8% (31.5%) | 36.5% (37.9%) |
| 18-49s | 32.0% (33.0%) | 34.0% (32.6%) | 34.0% (34.5%) |
| 25-54s | 32.7% (34.0%) | 34.5% (33.5%) | 32.8% (32.4%) |

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

Primetime audience demographics for combined audiences of all multiple channels.

6:00pm-10:30pm Week 28, 2010 v Week 28, 2009

| Audience shares | Seven | Nine | Ten |
|-----------------|---------------|---------------|---------------|
| All People | 33.1% (37.4%) | 35.2% (30.3%) | 31.7% (32.3%) |
| 16-39s | 27.6% (31.9%) | 34.5% (28.1%) | 37.9% (40.0%) |
| 18-49s | 29.6% (33.9%) | 34.3% (29.2%) | 36.1% (36.9%) |
| 25-54s | 30.3% (34.9%) | 34.7% (30.0%) | 35.0% (35.1%) |

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

| Audience shares | Seven | Nine | Ten |
|-----------------|---------------|---------------|---------------|
| All People | 36.1% (36.0%) | 35.6% (33.6%) | 28.2% (30.3%) |
| 16-39s | 30.6% (30.3%) | 35.1% (31.1%) | 34.4% (38.6%) |
| 18-49s | 32.0% (32.7%) | 35.8% (32.3%) | 32.2% (35.1%) |
| 25-54s | 32.9% (33.7%) | 36.1% (33.2%) | 31.0% (33.1%) |

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

Notes:

Commercial 3 Station Shares = Seven, Nine and TEN (excludes, 7TWO, GO! and ONE).

Source: OzTAM. 2009 Live. Weeks 7-28, 2010 Consolidated (Live+As Live+TSV) and Week 28, 2010 Overnight (Live+As Live). Survey 2010 Wk 28: W/C 3/7/10 vs Survey 2009 Wk 28: W/C 4/7/09 and Progressive Wks 7-28: W/C 7/2/10-W/C 3/7/10 vs W/C 8/2/09-W/C 4/7/10. Easter Weeks 14-15, 2010 and Weeks 15-16, 2009.

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 7-28, 2010 Consolidated (Live+As Live+TSV) and Week 28, 2010 Overnight (Live+As Live). Survey 2010 Wk 28: W/C 3/7/10 vs Survey 2009 Wk 28: W/C 4/7/09 and Progressive Wks 7-28: W/C 7/2/10-W/C 3/7/10 vs W/C 8/2/09-W/C 4/7/10. Easter Weeks 14-15, 2010 and Weeks 15-16, 2009.



Week 28 Primetime Shares

| | |
|--------|-------|
| ABC1: | 15.1% |
| Seven: | 22.1% |
| Nine: | 23.8% |
| Ten: | 22.4% |
| SBS1: | 5.4% |

| | |
|-------|------|
| ABC2: | 1.5% |
| ABC3: | 0.6% |
| 7TWO: | 3.7% |
| GO!: | 3.8% |
| One: | 1.3% |
| SBS2: | 0.5% |

Week 28 Combined Multiple Channels Primetime Shares

| | |
|--------|-------|
| ABC: | 17.2% |
| Seven: | 25.8% |
| Nine: | 27.6% |
| Ten: | 23.6% |
| SBS: | 5.9% |

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 28 Combined Multiple Channels Demographic Shares

| Demographic | Seven | Nine | Ten |
|-------------|---------------|---------------|---------------|
| All People | 33.5% (37.4%) | 35.8% (31.3%) | 30.7% (31.4%) |
| 16-39s | 28.8% (32.6%) | 35.3% (29.4%) | 35.8% (38.1%) |
| 18-49s | 30.5% (34.5%) | 35.1% (30.3%) | 34.3% (35.2%) |
| 25-54s | 31.2% (35.3%) | 35.4% (31.0%) | 33.4% (33.7%) |

6:00pm-midnight – week 28, 2010 v week 28, 2009. Includes combined audiences on commercial multiple channels.

Seven scores in the week's most-watched programmes.

All People

| | |
|----------------------------|-----|
| Packed to the Rafters | #2 |
| Seven News – Sunday | #6 |
| Seven News – Monday-Friday | #9 |
| Today Tonight | #10 |
| Dancing with the Stars | #12 |
| Seven News – Sunday | #13 |
| Minute to Win It | #24 |
| Better Homes and Gardens | #30 |

25-54s

| | |
|----------------------------|-----|
| Packed to the Rafters | #3 |
| Seven News – Sunday | #11 |
| Dancing with the Stars | #16 |
| Desperate Housewives | #17 |
| Seven News – Monday-Friday | #20 |
| Today Tonight | #22 |
| Seven News – Saturday | #30 |

16-39s

| | |
|-------------------------|-----|
| Packed to the Rafters | #6 |
| Desperate Housewives | #17 |
| How I Met Your Mother 1 | #18 |
| How I Met Your Mother 2 | #21 |
| Minute to Win It | #24 |

18-49s

| | |
|----------------------------|-----|
| Packed to the Rafters | #4 |
| Seven News – Sunday | #13 |
| Desperate Housewives | #16 |
| Dancing with the Stars | #21 |
| Minute to Win It | #22 |
| Seven News – Monday-Friday | #29 |

Share and audience data analysis for individual programmes live and as live and includes multiple channels on all five free-to-air networks. Oztag Data. Live and As-Live. 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 primetime.

Seven wins in total viewers on primary channels. 7TWO is the number 1 secondary channel in primetime. Seven-7TWO is the most-watched broadcast television platform in primetime.

- Seven wins in breakfast television. Weekend Sunrise is up 74% on Weekend Today in total viewers (and up 108% on Weekend Today in all viewers under 55) across 7:00-10:00am.
- Seven scores in the most-watched programmes:

| All People | | 25-54s | |
|------------------------|----|------------------------|----|
| Seven News | #2 | Seven News | #3 |
| Dancing with the Stars | #4 | Dancing with the Stars | #6 |
| Bones | #9 | Bones | #9 |

- **Seven News** (1.604 million). Seven News wins Melbourne. Seven News wins network – up 201,000 viewers on Nine News, a 14% audience advantage.
- **Dancing with the Stars** (1.338 million) is up 15% on Nine's primetime and ranks in the top 10 programmes for total viewers, 18-49s and 25-54s – 25 share in all people.

Monday

- Seven wins in news and public affairs.
- 7TWO is the most-watched secondary channel in primetime.
- Seven wins in breakfast television. Sunrise is up 45% on Today in total viewers (and up 58% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 65% on Kerri-Anne and up 131% on Ten News + The Circle.
- Seven scores in the most-watched programmes:

| All People | | 25-54s | |
|----------------------|-----|----------------------|----|
| Seven News | #2 | Seven News | #3 |
| Today Tonight | #3 | Today Tonight | #4 |
| Home and Away | #6 | Desperate Housewives | #9 |
| 16-39s | | 18-49s | |
| Desperate Housewives | #7 | Seven News | #5 |
| Home and Away | #10 | Desperate Housewives | #7 |
| | | Today Tonight | #8 |

- **Seven News** (1.702 million). Seven News wins Sydney and Melbourne. Seven News wins network – up 333,000 viewers on Nine News, a 24% audience advantage.
- **Today Tonight** (1.608 million). Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 339,000 viewers on A Current Affair, a 27% audience advantage.
- **Home and Away** (1.108 million) is up 5% on Two and a Half Men and up 8% on The 7PM Project.

Tuesday

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

Seven is up 15% on Nine and up 8% on Ten in total viewers. Seven is up 6% on Nine in 16-39s, up 8% on Nine in 18-49s and up 4% on Nine in 25-54s.

Seven-7TWO is the most-watched broadcast television platform in primetime.

- Seven wins in breakfast television. Sunrise is up 32% on Today in total viewers (and up 44% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 50% on Kerri-Anne and up 141% on Ten News + The Circle.
- Seven scores in the most-watched programmes:

| All People | | 25-54s | |
|-----------------------|-----|-----------------------|-----|
| Packed to the Rafters | #2 | Packed to the Rafters | #2 |
| Today Tonight | #4 | Today Tonight | #5 |
| Seven News | #5 | Seven News | #6 |
| Minute to Win It | #8 | Minute to Win It | #9 |
| 16-39s | | 18-49s | |
| Packed to the Rafters | #3 | Packed to the Rafters | #2 |
| Minute to Win It | #5 | Minute to Win It | #5 |
| Home and Away | #10 | Today Tonight | #7 |
| | | Home and Away | #10 |

- **Seven News** (1.453 million). Seven News wins Melbourne. Seven News wins network – up 172,000 viewers on Nine News, a 13% audience advantage.
- **Today Tonight** (1.475 million). Today Tonight wins Sydney. Today Tonight wins network – up 304,000 viewers on A Current Affair, a 26% audience advantage.
- **Home and Away** (1.045 million) is up 9% on The 7PM Project.
- **Minute to Win It** (1.110 million) ranks in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Packed to the Rafters** (1.802 million) is one of the top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s on Tuesday, and dominates in all key audiences – 36 share in all people, 39 share in 16-39s, 39 share in 18-49s and 37 share in 25-54s.

Wednesday

- Seven wins in news and public affairs.
- 7TWO is the most-watched secondary channel in primetime.
- Seven wins in breakfast television. Sunrise is up 39% on Today in total viewers (and up 55% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 42% on Kerri-Anne and up 119% on Ten News + The Circle.
- Seven scores in the most-watched programmes:

| All People | | 25-54s | |
|-------------------|----|---------------|----|
| Today Tonight | #3 | Today Tonight | #6 |
| Seven News | #4 | Seven News | #9 |

- **Seven News** (1.454 million). Seven News wins Sydney and Melbourne. Seven News wins network – up 165,000 viewers on Nine News, a 13% audience advantage.
- **Today Tonight** (1.479 million). Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 249,000 viewers on A Current Affair, a 20% audience advantage.
- **Home and Away** (1.057 million) is up 9% on Two and a Half Men and up 11% on The 7PM Project.

Thursday

- Seven wins in news and public affairs.
- Seven leads Nine in all key demographics across primetime. Seven is up 12% on Nine in 16-39s, up 11% on Nine in 18-49s and up 6% on Nine in 25-54s.
- Seven wins in breakfast television. Sunrise is up 11% on Today in total viewers (and up 12% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 36% on Kerri-Anne and up 120% on Ten News + The Circle.
- Seven scores in the most-watched programmes:

| | | | |
|-----------------------|----|-----------------------|-----|
| All People | | 25-54s | |
| Seven News | #3 | Seven News | #3 |
| Today Tonight | #4 | Today Tonight | #4 |
| Home and Away | #9 | Home and Away | #8 |
| | | How I Met Your Mother | #10 |
| 16-39s | | 18-49s | |
| How I Met Your Mother | #3 | Today Tonight | #4 |
| Cougar Town | #5 | Seven News | #5 |
| Home and Away | #7 | Home and Away | #6 |
| | | How I Met Your Mother | #8 |

- **Seven News** (1.437 million). Seven News wins Melbourne. Seven News wins network – up 197,000 viewers on Nine News, a 16% audience advantage.
- **Today Tonight** (1.321 million). Today Tonight wins Melbourne. Today Tonight wins network – up 205,000 viewers on A Current Affair, an 18% audience advantage.
- **Home and Away** (1.009 million) leads Two and a Half Men and is up 8% on The 7PM Project.
- **The Matty Johns Show** is up 44% on The NRL Footy Show in Sydney and up 26% on The NRL Footy Show in Brisbane.

Friday

- Seven wins in news and public affairs.
- Seven wins in primetime: number 1 for total viewers and 25-54s.
Seven is up 14% on Nine and up 35% on Ten in total viewers. Seven is up 5% on Ten in 18-49s. Seven is up 2% on Nine and up 12% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 22% on Today in total viewers (and up 38% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 34% on Kerri-Anne and up 70% on Ten News + The Circle.

- Seven scores in the most-watched programmes:

| | | | |
|--------------------------|-----|--------------------------|----|
| All People | | 25-54s | |
| Seven News | #1 | Seven News | #4 |
| Today Tonight | #4 | Better Homes and Gardens | #6 |
| Better Homes and Gardens | #6 | Today Tonight | #8 |
| Home and Away | #10 | Home and Away | #9 |
| 16-39s | | 18-49s | |
| Better Homes and Gardens | #7 | Seven News | #5 |
| Home and Away | #8 | Better Homes and Gardens | #7 |
| AFL on Seven | #10 | Today Tonight | #8 |
| | | Home and Away | #9 |

- **Seven News** (1.363 million). Seven News is the most-watched programme on television on Friday. Seven News wins Melbourne. Seven News wins network – up 75,000 viewers on Nine News, a 6% audience advantage.
- **Today Tonight** (1.193 million). Today Tonight wins network – up 46,000 viewers on A Current Affair, a 4% audience advantage.
- **Home and Away** (0.908 million) is up 6% on The 7PM Project.
- **Better Homes and Gardens** (1.059 million) ranks in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **AFL on Seven: Friday Night Football** dominates across its primetime broadcast markets in Melbourne, Adelaide and Perth – 33 share in all people, 37 share in 16-39s, 35 share in 18-49s and 34 share in 25-54s.

Saturday

- Seven wins in news.
- Seven wins in breakfast television. Weekend Sunrise is up 38% on Weekend Today in total viewers (and up 63% on Weekend Today in all viewers under 55).
- Seven scores in the most-watched programmes:

| | | | |
|----------------------|----|----------------------|----|
| All People | | 25-54s | |
| Seven News | #2 | Seven News | #2 |
| | | For Your Eyes Only | #5 |
| | | Step Up 2 The Street | #8 |
| 16-39s | | 18-49s | |
| Step Up 2 The Street | #2 | Seven News | #3 |
| Seven News | #4 | Step Up 2 The Street | #4 |
| For Your Eyes Only | #7 | For Your Eyes Only | #6 |

- **Seven News** (1.299 million). Seven News wins Sydney. Seven News wins network – up 203,000 viewers on Nine News, a 19% audience advantage.