



Seven is number 1 in 2009.

**Seven is number 1 for total viewers, 18-49s and 25-54s
in primetime.**

**Seven is number 1 for total viewers, 18-49s and 25-54s
across the 6:00am-midnight broadcast day.**

**SEVEN IS
NUMBER ONE.**



- Seven dominates primetime for the third consecutive year.
- Seven is number 1 on primary channels for total viewers, 18-49s and 25-54s across 6:00-10:30pm primetime in 2009.
- With only two weeks remaining in the current television year, Seven leads Ten in its core demographic - 18-49s - and leads Nine in the primary demographic for advertisers: 25-54s.

6:00pm-10:30pm Survey Year-to-Date – excluding the Olympic Games in 2008

Audience shares	Seven	Nine	Ten
All People	37.1% (37.2%)	33.9% (35.2%)	29.0% (27.6%)
16-39s	31.7% (30.7%)	31.4% (33.1%)	37.0% (36.2%)
18-49s	33.7% (33.1%)	32.7% (34.1%)	33.6% (32.8%)
25-54s	34.7% (34.5%)	33.7% (35.1%)	31.6% (30.4%)

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

- Seven is number 1 for total viewers, 18-49s and 25-54s across 6:00pm-midnight primetime in 2009.
- With only two weeks remaining in the current television year, Seven leads Ten in its core demographic - 18-49s - and leads Nine in the primary demographic for advertisers: 25-54s.

6:00pm-midnight Survey Year-to-Date – excluding the Olympic Games in 2008

Audience shares	Seven	Nine	Ten
All People	36.9% (37.0%)	34.4% (35.4%)	28.7% (27.6%)
16-39s	32.4% (31.2%)	31.8% (33.5%)	35.7% (35.3%)
18-49s	34.1% (33.3%)	33.2% (34.4%)	32.8% (32.2%)
25-54s	34.9% (34.6%)	34.2% (35.4%)	30.9% (30.0%)

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

- Seven dominates overall across the 6:00am-midnight broadcast day for the fourth consecutive year.
- Seven is number 1 for total viewers, 18-49s and 25-54s across 6:00am-midnight in 2009.
- With only two weeks remaining in the current television year, Seven leads Ten in its core demographic – 18-49s – and leads Nine in the primary demographic for advertisers: 25-54s.

6:00am-midnight Survey Year-to-Date – excluding the Olympic Games in 2008

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

Ozdam Data for weeks 7-46,2009 v weeks 7-46, 2008 (Excluding Olympic Games in 2008)

- Seven dominates the most-watched regular programmes in 2009. Seven scores 6 of the top 10, 13 of the top 20 and 25 of the top 40 programmes on television. Importantly, 22 of Seven's 25 programmes in the top 40 are Australian-produced.

Top 40 Most-Watched Regular Programmes in 2009

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1.	Underbelly	Nine	2.127
2.	Packed to the Rafters	Seven	1.868
3.	Masterchef – Challenge	Ten	1.735
4.	Seven News – Sunday	Seven	1.613
5.	Talkin' 'Bout Your Generation	Ten	1.602
6.	Masterchef	Ten	1.529
7.	Thank God You're Here	Seven	1.516
8.	World's Strictest Parents	Seven	1.510
9.	Seven News – Monday-Friday	Seven	1.504
10.	Border Security - Sunday	Seven	1.500
11.	Find My Family	Seven	1.479
12.	The Zoo	Seven	1.475
13.	NCIS	Ten	1.454
14.	Nine News – Sunday	Nine	1.442
15.	RSPCA Animal Rescue	Seven	1.441
16.	Dancing with the Stars	Seven	1.437
17.	Midsomer Murders - Sunday	ABC	1.421
18.	Surf Patrol	Seven	1.415
19.	Last Chance Surgery	Seven	1.398
20.	Triple Zero Heroes	Seven	1.389
21.	Today Tonight	Seven	1.385
22.	Customs	Nine	1.381
23.	Australia's Got Talent	Seven	1.377
24.	Highway Patrol	Seven	1.376
25.	Air Ways	Seven	1.369

26.	Merlin	Ten	1.364
27.	World's Strictest Parents – UK	Seven	1.357
28.	Border Security – Wednesday	Seven	1.342
29.	Flash Forward	Seven	1.342
30.	Seven News – Saturday	Seven	1.340
31.	Better Homes and Gardens	Seven	1.336
32.	Sea Patrol	Nine	1.332
33.	The Force	Seven	1.321
34.	City Homicide – Monday	Seven	1.312
35.	So You Think You Can Dance	Ten	1.279
36.	Two and a Half Men – Monday	Nine	1.276
37.	Bondi Rescue	Ten	1.273
38.	Criminal Minds	Seven	1.268
39.	Midsomer Murders – Friday	ABC	1.256
40.	Two and a Half Men	Nine	1.254

Programme averages: weeks 7-46, 2009