



Seven dominates 2007.

Seven leads in breakfast television, news and public affairs, primetime and overall.

Seven dominates the top 10 programmes – with the number 1 and an extraordinary 9 of the top 10 series.

- Seven continues to dominate the television landscape – leading in breakfast television, news and public affairs and primetime - heading into the final three days of the current television year.
- Seven dominates the most-watched programmes – with the number 1 (Kath & Kim) and an extraordinary 9 of the top 10 programmes.
- Seven's depth of programming delivers 15 of the top 20 and 24 of the top 40 programmes on television. 21 of Seven's 24 programmes in the top 40 are Australian.
- City Homicide – new to Seven in 07 – has delivered a remarkable top 10 placing and ranks as the most-watched drama series on television this year. City Homicide combines with Home and Away and All Saints to give Seven 3 of the 4 most-watched Australian drama series. It Takes Two and this year's two series of Dancing with the Stars are top 10 programmes.
- Seven is the network with the new hits – with Kath & Kim, City Homicide, Australia's Got Talent, Surf Patrol, RSPCA Animal Rescue and Ugly Betty all in the top 40 programmes on television.

Top rating regular series in 2007

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1.	Kath & Kim	Seven	2.128
2.	Thank God You're Here	Ten	1.860
3.	The Force	Seven	1.845
4.	Border Security	Seven	1.828
5.	Dancing with the Stars 6	Seven	1.818
6.	Dancing with the Stars 7	Seven	1.797
7.	RSPCA Animal Rescue	Seven	1.709
8.	Medical Emergency	Seven	1.695
9.	It Takes Two	Seven	1.603
10.	City Homicide	Seven	1.603
11.	Sea Patrol	Nine	1.523
12.	Border Security – Wednesday	Seven	1.515
13.	House – Series 3	Ten	1.478
14.	Seven News – Sunday	Seven	1.466
15.	House – Series 4	Ten	1.456
16.	Grey's Anatomy	Seven	1.453
17.	Australia's Got Talent	Seven	1.451
18.	Surf Patrol	Seven	1.451
19.	Kath & Kim – Series 1	Seven	1.444
20.	National Nine News – Sunday	Nine	1.443
21.	The Chaser's War on Everything	ABC	1.442
22.	60 Minutes	Nine	1.431
23.	Seven News – Monday-Friday	Seven	1.428
24.	Desperate Housewives	Seven	1.427
25.	CSI: Crime Scene Investigation	Nine	1.420
26.	Midsomer Murders	ABC	1.418
27.	The Chaser Decides 2007	ABC	1.418
28.	RSPCA Animal Rescue – Wednesday	Seven	1.396
29.	Hot Property	Seven	1.388
30.	Where Are They Now	Seven	1.382
31.	All Saints	Seven	1.381
32.	RPA	Nine	1.372
33.	Australian Idol – Sunday	Ten	1.370
34.	Today Tonight	Seven	1.364
35.	New Tricks	ABC	1.351
36.	Ugly Betty	Seven	1.333
37.	Summer Heights High	ABC	1.298
38.	Missing Persons Unit	Nine	1.292
39.	Spicks and Specks	ABC	1.290
40.	Better Homes and Gardens	Seven	1.285

- Seven leads in total viewers, 18-49s and 25-54s across primetime:

Survey Year-to-Date: 2007 v 2006			
Audience shares	Seven	Nine	Ten
All People	37.5% (35.7%)	34.1% (35.7%)	28.4% (28.6%)
16-39s	33.7% (31.3%)	28.1% (30.4%)	38.1% (38.3%)
18-49s	35.4% (33.1%)	30.0% (32.6%)	34.7% (34.3%)
25-54s	36.7% (34.6%)	32.0% (34.7%)	31.3% (30.8%)

2006 excludes Commonwealth Games on Nine in primetime OzTAM Data for 6:00-10:30pm.

- Seven continues to drive growth and is delivering growth in audience share in all key audiences for the third consecutive year – with Nine delivering its lowest primetime share in three decades and Ten sliding:

Survey Primetime Shares				
	2004	2005	2006	2007
ABC	16.9%	15.8%	15.4%	16.6%
Seven	24.8%	27.1%	27.8%	29.0%
Nine	29.9%	29.2%	29.1%	26.9%
Ten	23.7%	21.8%	22.3%	21.9%
SBS	4.6%	6.1%	5.4%	5.5%

6:00pm-midnight. OzTAM Data. Includes the Olympic Games in 2004 and the Commonwealth Games in 2006.

- Seven is outpacing Nine and Ten in audience growth in total number of viewers over the past four years – with Seven up 0.8% on 2006 and up nearly 10% in total viewers since 2004:

Average primetime audience '000s		
	07 v 06	07 v 04
ABC	+4.3%	-7.8%
Seven	+0.8%	+9.9%
Nine	-10.7%	-15.4%
Ten	-5.1%	-13.1%
SBS	-1.4%	+12.2%

- Seven News leads Nine News for the third consecutive year – with Seven News up 230,000 viewers on Nine News across the year, a 19% audience advantage.
- Today Tonight leads A Current Affair for the third consecutive year – with Today Tonight up 180,000 viewers on A Current Affair across the year, a 15% audience advantage.

- Sunrise leads Today for the fourth consecutive year – with Sunrise up 126,500 viewers on Today across the year, a 58% audience advantage.
- Seven is number 1 across the entire broadcast day – 6:00am-midnight – in the current television year. Seven leads in total viewers, in Ten’s demographic (18-49s) and in the most important demographic: 25-54s:

Top 100 Programmes – including one-off events and series

			'm
1.	AFL: Grand Final	Ten	2.563
2.	Tennis: Australian Open – Men’s Final	Seven	2.442
3.	Rugby League: Grand Final	Nine	2.422
4.	AFL: Grand Final – Wrap-up	Ten	2.387
5.	Tennis: Australian Open – Men’s Final Presentation	Seven	2.344
6.	Cricket: Australia v England 20/20	Nine	2.306
7.	Dancing with the Stars 6 – Final	Seven	2.199
8.	Horse Racing: The Melbourne Cup	Seven	2.191
9.	Kath & Kim (series average)	Seven	2.128
10.	The Biggest Loser – Final	Ten	2.023
11.	Rugby League: State of Origin I	Nine	2.020
12.	Rugby League: State of Origin II	Nine	1.961
13.	AFL: Grand Final – Pre-Match	Ten	1.913
14.	Big Brother – Announcement of Winner	Ten	1.902
15.	Rugby League: State of Origin III	Nine	1.890
16.	Cricket: Australia v New Zealand International – Primetime	Nine	1.864
17.	Thank God You’re Here (series average)	Ten	1.860
18.	Cricket: Australia v England International – Primetime	Nine	1.846
19.	The Force (series average)	Seven	1.845
20.	Border Security (series average)	Seven	1.828
21.	Dancing with the Stars 6 (series average)	Seven	1.818
22.	Cricket: Australia v New Zealand – Primetime	Nine	1.800
23.	Dancing with the Stars 7 (series average)	Seven	1.797
24.	AFL: First Preliminary Final	Seven	1.743
25.	RSPCA Animal Rescue (series average)	Seven	1.709
26.	Medical Emergency (series average)	Seven	1.695
27.	TV Week Logie Awards	Nine	1.692
28.	Dancing with the Stars 7 – Final	Seven	1.680
29.	Ocean’s Deadliest	Nine	1.679
30.	Australian Idol – Audition 1	Ten	1.649

31.	AFL: Second Semi Final	Seven	1.636
32.	Cricket: First One Day Final – Primetime	Nine	1.630
33.	Rugby League: Grand Final – Entertainment	Nine	1.604
34.	It Takes Two (series average)	Seven	1.603
35.	City Homicide (series average)	Seven	1.603
36.	Cricket: Australia v New Zealand International – Primetime	Nine	1.590
37.	Australian Idol – Audition 3	Ten	1.584
38.	Big Brother – Final Night	Ten	1.581
39.	Cricket: Second One Day Final – Primetime	Nine	1.578
40.	Dancing with the Stars 6 – The Final Countdown	Seven	1.576
41.	Australian Idol – The Final 24	Ten	1.563
42.	TV Week Logie Awards – Arrivals	Nine	1.563
43.	The Rich List – Tuesday Special	Seven	1.556
44.	Cricket: Australia v England International – Primetime	Nine	1.551
45.	Big Brother – Opening Night	Ten	1.548
46.	Movie: Shrek 2	Nine	1.532
47.	Sea Patrol (series average)	Nine	1.523
48.	Border Security – Wednesday (series average)	Seven	1.515
49.	Australian Idol – Semi Final 2	Ten	1.515
50.	Burke’s Backyard Spring Special	Nine	1.510
51.	Australian Idol – Semi Final 4	Ten	1.509
52.	Cricket: Second One Day Final – Afternoon	Nine	1.506
53.	Cricket: Australia v New Zealand International – Primetime	Nine	1.488
54.	House – Series 3 (series average)	Ten	1.478
55.	Australian Idol – Audition 4	Ten	1.474
56.	Seven News – Sunday (series average)	Seven	1.466
57.	House – Series 4 (series average)	Ten	1.456
58.	Australian Idol – Audition 2	Ten	1.455
59.	Grey’s Anatomy (series average)	Seven	1.453
60.	Australia’s Got Talent (series average)	Seven	1.451
61.	Surf Patrol (series average)	Seven	1.451
62.	Australian Idol – The Final Verdict	Ten	1.450
63.	Australian Idol – Announcement of Winner	Ten	1.447
64.	Kath & Kim – Series 1 (series average)	Seven	1.444
65.	National Nine News – Sunday (series average)	Nine	1.443
66.	The Chaser’s War on Everything (series average)	ABC	1.442
67.	Rugby League: State of Origin I – Pre-Match	Nine	1.434
68.	60 Minutes (series average)	Nine	1.431
69.	Seven News – Monday-Friday (series average)	Seven	1.428
70.	Desperate Housewives (series average)	Seven	1.427

71.	Cricket: Australia v England International – Primetime	Nine	1.425
72.	CSI: Crime Scene Investigation (series average)	Nine	1.420
73.	Midsomer Murder (series average)	ABC	1.418
74.	The Chaser Decides 2007	ABC	1.418
75.	Australian Idol – Top 100	Ten	1.415
76.	Big Brother – Full House	Ten	1.403
77.	RSPCA Animal Rescue – Wednesday (series average)	Seven	1.396
78.	AFL: The Brownlow Medal	Seven	1.396
79.	Hot Property (series average)	Seven	1.388
80.	Where Are They Now (series average)	Seven	1.382
81.	All Saints (series average)	Seven	1.380
82.	RPA	Nine	1.372
83.	Australian Idol – Sunday (series average)	Ten	1.370
84.	Today Tonight (series average)	Seven	1.364
85.	V8 Supercars: The Bathurst 1000	Seven	1.357
86.	CSI: Crime Scene Investigation – Special Episode	Nine	1.355
87.	AFL: Grand Final – Pre-Match Entertainment	Ten	1.353
88.	New Tricks (series average)	ABC	1.351
89.	Movie: The Incredibles	Seven	1.347
90.	Cricket: Australia v England International – Primetime	Nine	1.343
91.	Big Brother – Game On	Ten	1.341
92.	Australian Idol – Semi Final 3	Ten	1.339
93.	Tennis: Australian Open Women’s Final – Presentation	Seven	1.334
94.	Ugly Betty (series average)	Seven	1.333
95.	Movie: Shrek	Nine	1.332
96.	Australian Idol – Wildcard	Ten	1.326
97.	Concert For Diana	Nine	1.325
98.	The Biggest Loser – Weigh-In Special	Ten	1.323
99.	Cricket: Australia v New Zealand International – Primetime	Nine	1.323
100.	Summer Heights High – Special Episode	ABC	1.323