

31 August 2010

Seven Network Ratings Report

Monday, 30 August 2010

- Seven wins in primetime.

Seven is number 1 for total viewers on primary channels.

Seven is up 6% on Nine and up 25% on Ten in total viewers. Seven is up 6% on Nine in 16-39s and up 3% on Nine in 18-49s. Seven is up 2% on Ten in 25-54s.

Home and Away leads The 7PM Project. The X Factor wins in total viewers and 25-54s. Criminal Minds is up 17% on Rescue Special Ops and up 11% on Good News Week. Covert Affairs wins in 16-39s, 18-49s and 25-54s.

7TWO is the most-watched secondary channel in primetime. Seven + 7TWO combine to win primetime on combined audiences of all multiple channels.

- Seven wins in news. Seven News is up 4% on Nine News.
- Seven wins in breakfast television. Sunrise is up 25% on Today in total viewers (and up 32% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 41% on Kerri-Anne and up 141% on Ten News + The Circle.

6:00pm News

Seven: 1,427,000 (S: 340,000; M: 430,000)
Nine: 1,367,000 (S: 376,000; M: 463,000)

Today Tonight v ACA

Seven: 1,238,000 (S: 281,000; M: 327,000)
Nine: 1,748,000 (S: 478,000; M: 677,000)

Breakfast and Morning Television

Early Sunrise	199,000	Sunrise	388,000	The Morning Show	169,000
Early Today	166,000	Today	307,000	KAK	120,000
Ten News	41,000			Ten News	51,000
				The Circle	89,000

Programme Rankings

1.	A Current Affair
2.	Seven News
3.	Nine News
4.	Today Tonight
5.	The X Factor
6.	ABC News
7.	Two and a Half Men – 7:00pm
8.	Undercover Boss
9.	Two and a Half Men – 7:30pm
10.	The 7:30 Report
11.	Australian Story
12.	Home and Away
13.	Four Corners
14.	Criminal Minds
15.	The 7PM Project

Preliminary Oztam Data

Nine	1.748
Seven	1.427
Nine	1.367
Seven	1.238
Seven	1.186
ABC	1.145
Nine	1.144
Ten	1.126
Nine	1.074
ABC	1.029
ABC	1.018
Seven	1.013
ABC	0.982
Seven	0.975
Ten	0.958

Deal or No Deal	0.621m	Good News Week	0.879m	Hot in Cleveland	0.839m
Hot Seat	0.694m	Rescue Special Ops	0.835m	Covert Affairs	0.565m
		The Secret Millionaire	0.684m		



7TWO

Kingdom	300,000
Heartbeat	257,000
Wycliffe – Episode 1	163,000
Wycliffe – Episode 2	85,000
Airline USA	73,000

National (Metro + Regional)

Seven News	2.078m
The X Factor	1.677m
Today Tonight	1.661m
Home and Away	1.473m
Criminal Minds	1.469m

Multi-Channel Audience Share Analysis

	Network Nightly Shares	Network Shares week-to-date	
ABC1:	17.1%	ABC1:	14.3%
Seven:	23.9%	Seven:	26.7%
Nine:	22.6%	Nine:	23.1%
Ten:	19.1%	Ten:	18.3%
SBS1:	5.5%	SBS1:	4.5%
ABC2:	2.1%	ABC2:	1.5%
ABC3:	0.5%	ABC3:	0.4%
ABC News 24:	0.3%	ABC News 24:	0.4%
7TWO	4.2%	7TWO:	3.5%
GO!:	3.2%	GO!:	3.9%
One:	1.1%	One:	2.9%
SBS2:	0.6%	SBS2:	0.5%

Network Audience Share Analysis (including multiple channels)

	Network Nightly Shares	Network Shares week-to-date	
ABC:	20.0%	ABC:	16.6%
Seven:	28.0%	Seven:	30.2%
Nine:	25.8%	Nine:	27.0%
Ten:	20.2%	Ten:	21.2%
SBS:	6.0%	SBS:	5.0%

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.



All Oztam Data. Live and as As-Live.