

1 September 2010

Seven Network Ratings Report

Tuesday, 31 August 2010

- Seven wins in primetime.

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

Seven is up 14% on Nine and up 53% on Ten in total viewers.

Seven is up 1% on Nine and up 37% on Ten in 18-49s. Seven is up 1% on Nine and up 45% on Ten in 25-54s. Seven is up 20% on Ten in 16-39s.

Home and Away leads The 7PM Project. The X Factor surges and dominates. Packed to the Rafters is Tuesday's #1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s. Parenthood wins in total viewers, 16-39s, 18-49s and 25-54s.

Seven + 7TWO combine to win primetime on combined audiences of all multiple channels.

- Seven wins in news and public affairs. Seven News is up 13% on Nine News. Today Tonight is up 7% on A Current Affair.
- Seven wins in breakfast television. Sunrise is up 23% on Today in total viewers (and up 34% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 33% on Kerri-Anne and up 139% on Ten News + The Circle.

6:00pm News

Seven: 1,582,000 (S: 403,000; M: 481,000)
Nine: 1,394,000 (S: 401,000; M: 459,000)

Today Tonight v ACA

Seven: 1,512,000 (S: 384,000; M: 473,000)
Nine: 1,408,000 (S: 401,000; M: 437,000)

Breakfast and Morning Television

Early Sunrise	199,000	Sunrise	404,000	The Morning Show	165,000
Early Today	159,000	Today	331,000	Kerri-Anne	124,000
Ten News	42,000			Ten News	55,000
				The Circle	82,000

Programme Rankings

1. **Packed to the Rafters**
2. **Seven News**
3. **Today Tonight**
4. **The X Factor**
5. A Current Affair
6. Top Gear
7. Nine News
8. Modern Family – Episode 1
9. Two and a Half Men
10. **Home and Away**
11. ABC News
12. Modern Family – Episode 2
13. Bermuda Triangle Exposed
14. The 7PM Project
15. **Parenthood**

Preliminary Oztam Data

	1m
Seven	1.847
Seven	1.582
Seven	1.512
Seven	1.482
Nine	1.408
Nine	1.395
Nine	1.394
Ten	1.238
Nine	1.224
Seven	1.106
ABC	1.090
Ten	1.069
Nine	1.052
Ten	1.003
Seven	0.922

Deal or No Deal	0.715m	NCIS – Episode 1	0.917m
Hot Seat	0.762m	NCIS – Episode 2	0.810m



7TWO

Truth Behind	116,000
Knight Rider	108,000
The Amazing Race	77,000
Airline USA	64,000
The Sopranos	54,000

Multi-Channel Audience Share Analysis

	Network Nightly Shares	Network Shares week-to-date	
ABC1:	11.8%	ABC1:	13.5%
Seven:	30.0%	Seven:	27.8%
Nine:	26.2%	Nine:	24.1%
Ten:	19.6%	Ten:	18.7%
SBS1:	4.1%	SBS1:	4.4%
ABC2:	1.2%	ABC2:	1.4%
ABC3:	0.6%	ABC3:	0.5%
ABC News 24:	0.4%	ABC News 24:	0.5%
7TWO	2.1%	7TWO:	3.1%
GO!:	2.4%	GO!:	3.4%
One:	0.7%	One:	2.2%
SBS2:	0.8%	SBS2:	0.6%

Network Audience Share Analysis (including multiple channels)

	Network Nightly Shares	Network Shares week-to-date	
ABC:	14.0%	ABC:	15.8%
Seven:	32.1%	Seven:	30.8%
Nine:	28.6%	Nine:	27.5%
Ten:	20.4%	Ten:	20.9%
SBS:	4.9%	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 Oztag Data. Live and as As-Live Preliminary Audience Figures and Share Data