

2 September 2010

## Seven Network Ratings Report

Wednesday, 1 September 2010

- Seven wins in news and public affairs. Seven News is up 19% on Nine News. Today Tonight is up 21% on A Current Affair.
- The X Factor wins its broadcast timeslot and ranks in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s. Home and Away is up 12% on The 7PM Project.
- Seven wins in breakfast television. Sunrise is up 27% on Today in total viewers (and up 49% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 68% on Kerri-Anne and up 151% on Ten News + The Circle.



### 6:00pm News

Seven: 1,483,000 (S: 403,000; M: 441,000)  
 Nine: 1,246,000 (S: 328,000; M: 399,000)

### Today Tonight v ACA

Seven: 1,497,000 (S: 408,000; M: 433,000)  
 Nine: 1,240,000 (S: 343,000; M: 407,000)

### Breakfast and Morning Television

Early Sunrise	180,000	Sunrise	424,000	The Morning Show	176,000
Early Today	179,000	Today	314,000	Kerri-Anne	105,000
Ten News	39,000			Ten News	58,000
				The Circle	82,000

### Programme Rankings

1.	<b>Today Tonight</b>
2.	<b>Seven News</b>
3.	Spicks and Specks
4.	The Gruen Transfer
5.	Undercover Boss
6.	<b>The X Factor</b>
7.	The Farmer Wants A Wife
8.	Nine News
9.	A Current Affair
10.	ABC News
11.	Two and a Half Men – 7:30pm
12.	Two and a Half Men – 7:00pm
13.	<b>Home and Away</b>
14.	The 7:30 Report
15.	Hot Property

### Preliminary Oztam Data

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<b>Seven</b>	<b>1.497</b>
<b>Seven</b>	<b>1.483</b>
ABC	1.453
ABC	1.391
Ten	1.355
<b>Seven</b>	<b>1.332</b>
Nine	1.273
Nine	1.246
Nine	1.240
ABC	1.161
Nine	1.092
Nine	1.052
<b>Seven</b>	<b>1.035</b>
ABC	0.959
Nine	0.946

Deal or No Deal	0.671m	RPA	0.945m	City Homicide – Double Episode	0.747m
Hot Seat	0.657m	Lie to Me	0.874m	The 7PM Project	0.921m
				Law and Order: Criminal Intent	0.645m

### 7TWO

Lewis	144,000
Italy Revealed	143,000
The Amazing Race	62,000
Full House	54,000
Hot Property	41,000

### National (Metro + Regional)

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Seven News	2.094m
Today Tonight	1.828m
The X Factor	1.740m
Home and Away	1.528m
City Homicide	1.115m

### Multi-Channel Audience Share Analysis

	<b>Network Nightly Shares</b>	<b>Network Shares week-to-date</b>	
ABC1:	17.9%	ABC1:	14.6%
Seven:	23.8%	Seven:	26.8%
Nine:	25.3%	Nine:	24.4%
Ten:	19.1%	Ten:	18.8%
SBS1:	3.1%	SBS1:	4.1%
ABC2:	1.9%	ABC2:	1.5%
ABC3:	0.6%	ABC3:	0.5%
ABC News 24:	0.5%	ABC News 24:	0.4%
7TWO:	3.1%	7TWO:	3.1%
GO!:	3.2%	GO!:	3.4%
One:	0.8%	One:	1.8%
SBS2:	0.7%	SBS2:	0.6%

### Network Audience Share Analysis (including multiple channels)

	<b>Network Nightly Shares</b>	<b>Network Shares week-to-date</b>	
ABC:	20.9%	ABC:	17.0%
Seven:	26.9%	Seven:	29.9%
Nine:	28.5%	Nine:	27.8%
Ten:	19.9%	Ten:	20.7%
SBS:	3.9%	SBS:	4.7%

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.

