

3 September 2010

## Seven Network Ratings Report

Thursday, 2 September 2010

- Seven wins in primetime.

Seven ties for leadership in total viewers and wins primetime in 16-39s, 18-49s and 25-54s.

Seven is up 7% on Nine and up 12% on Ten in 16-39s. Seven is up 7% on Nine and up 30% on Ten in 18-49s. Seven is up 2% on Nine and up 34% on Ten in 25-54s.

- The X Factor dominates and is Thursday's #1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in rugby league. The Matty Johns Show more than doubles the NRL Footy Show in Sydney and is up 40% on the NRL Footy Show in Brisbane.

	Sydney	Brisbane
The Matty Johns Show	298,000	132,000
The NRL Footy Show	138,000	94,000

- Seven wins in news and public affairs. Seven News is up 17% on Nine News. Today Tonight is up 26% on A Current Affair.
- Seven wins in breakfast television. Sunrise is up 23% on Today in total viewers (and up 37% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 54% on Kerri-Anne and up 164% on Ten News + The Circle.

### 6:00pm News

Seven: 1,322,000 (S: 377,000; M: 408,000)  
Nine: 1,129,000 (S: 301,000; M: 321,000)

### Today Tonight v ACA

Seven: 1,278,000 (S: 349,000; M: 362,000)  
Nine: 1,017,000 (S: 259,000; M: 369,000)

### Breakfast and Morning Television

Early Sunrise	186,000	Sunrise	408,000	The Morning Show	169,000
Early Today	169,000	Today	324,000	Kerri-Anne	110,000
Ten News	36,000			Ten News	41,000
				The Circle	86,000

### Programme Rankings

		Preliminary Oztam Data
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1.	<b>The X Factor</b>	<b>Seven 1.366</b>
2.	<b>Seven News</b>	<b>Seven 1.322</b>
3.	<b>Today Tonight</b>	<b>Seven 1.278</b>
4.	Cops LAC	Nine 1.168
5.	Nine News	Nine 1.129
6.	ABC News	ABC 1.099
7.	Bondi Vet	Ten 1.049
8.	A Current Affair	Nine 1.017
9.	<b>Home and Away</b>	<b>Seven 0.998</b>
10.	The 7:30 Report	ABC 0.900
11.	Two and a Half Men	Nine 0.882
12.	Recruits	Ten 0.878
13.	Getaway	Nine 0.873
14.	The 7PM Project	Ten 0.870
15.	The Footy Show	Nine 0.813



Deal or No Deal	0.610m	Rush	0.668m
Hot Seat	0.612m	Burn Notice	0.564m

## 7TWO

Octopussy	141,000
Disney's Leroy and Stitch	97,000
The Amazing Race	72,000
The X Factor	43,000
The X Factor – Contenders	42,000

## Multi-Channel Audience Share Analysis

	Network Nightly Shares	Network Shares week-to-date	
ABC1:	14.2%	ABC1:	14.5%
Seven:	24.9%	Seven:	26.5%
Nine:	24.9%	Nine:	24.5%
Ten:	17.1%	Ten:	18.5%
SBS1:	5.4%	SBS1:	4.3%
ABC2:	2.1%	ABC2:	1.6%
ABC3:	0.4%	ABC3:	0.5%
ABC News 24:	0.5%	ABC News 24:	0.4%
7TWO	3.0%	7TWO:	3.1%
GO!:	6.0%	GO!:	3.8%
One:	0.9%	One:	1.7%
SBS2:	0.5%	SBS2:	0.6%

## Network Audience Share Analysis (including multiple channels)

	Network Nightly Shares	Network Shares week-to-date	
ABC:	17.2%	ABC:	17.0%
Seven:	27.9%	Seven:	29.5%
Nine:	30.9%	Nine:	28.3%
Ten:	18.0%	Ten:	20.2%
SBS:	5.9%	SBS:	4.9%

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.

