

6 September 2010

Seven Network Ratings Report

Sunday, 5 September 2010

- Seven wins in primetime.

Seven is number 1 for total viewers on primary channels.

Sunday Night wins and has more viewers than 60 Minutes. The X Factor wins its timeslot and ranks in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s. Castle wins in total viewers, 16-39s and 18-49s.

- Seven wins in news. Seven News is up 13% on Nine News.
- Seven wins in breakfast television. Weekend Sunrise is up 44% on Weekend Today in all viewers under 55 (and up 56% on Weekend Today in all viewers under 55) across 7:00-10:00am.
- AFL on Seven dominates across Sunday afternoon with coverage of the Sydney-Carlton Elimination Final. AFL Game Day is up 133% on Wide World of Sports across both programmes' head-to-head broadcast markets in Melbourne, Adelaide and Perth.



Breakfast Television

Early Weekend Sunrise	240,000	Weekend Sunrise	461,000
Early Weekend Today	191,000	Weekend Today	309,000

AFL Game Day	210,000 (Melbourne + Adelaide + Perth = 210,000)
Wide World of Sports	222,000 (Melbourne + Adelaide + Perth = 90,000)

Programme Rankings

		Preliminary Oztam Data
		'm
1.	Seven News	Seven 1.758
2.	Nine News	Nine 1.556
3.	Sunday Night	Seven 1.312
4.	Midsomer Murders	ABC 1.307
5.	The X Factor	Seven 1.287
6.	Talkin' 'Bout Your Generation	Ten 1.250
7.	60 Minutes	Nine 1.225
8.	RBT	Nine 1.201
9.	Modern Family	Ten 1.014
10.	Offspring	Ten 1.000
11.	AFL on Seven: Elimination Final	Seven 0.991
12.	ABC News	ABC 0.953
13.	Life	ABC 0.893
14.	Rules of Engagement	Ten 0.837
15.	Bones	Seven 0.797

CSI: Crime Scene Investigation – Episode 2	0.753m	Castle	0.640m
CSI: Crime Scene Investigation – Episode 1	0.729m		
Married Single Other	0.407m		

7TWO

Robots	133,000
Mackenna's Gold	112,000
Breaking The Code	110,000
Accidental Hero	86,000
Packed to the Rafters	65,000

**Multi-Channel Primetime Audience
Share Analysis**

ABC1:	16.9%
Seven:	26.1%
Nine:	23.0%
Ten:	18.2%
SBS1:	3.2%

ABC2:	0.8%
ABC3:	0.3%
ABC News 24:	0.4%
7TWO:	2.6%
GO!:	6.2%
One:	1.7%
SBS2:	0.6%

**Network Combined Multiple Channel Audience
Share Analysis**

ABC:	18.4%
Seven:	28.7%
Nine:	29.2%
Ten:	19.9%
SBS:	3.9%



Ozdam Data. Live and As-Live.