

1 March 2010

## Seven Network Ratings Report

**Week 9: 21 February – 27 February 2010**

### Seven scores in primetime.

- Seven delivers across primetime in a week of the Olympic Winter Games and cricket.
- Seven wins 6:00pm-10:30pm in 18-49s and 25-54s.
- Seven wins Tuesday in 16-39s, 18-49s and 25-54s. Seven wins Thursday in 16-39s and 18-49s. Seven wins Friday in total viewers, 16-39s, 18-49s and 25-54s. Seven wins Saturday in 16-39s, 18-49s and 25-54s.
- Seven leads across the opening three weeks of primetime: number 1 for total viewers, 18-49s and 25-54s.

### Seven dominates the most-watched programmes.

- Seven scores 5 of the top 10 and 11 of the top 20 programmes for total viewers.
- Seven scores the #1 (My Kitchen Rules) and 8 of the top 20 programmes for 25-54s. Seven scores the #1 (My Kitchen Rules) and 7 of the top 20 programmes for 18-49s.

### Seven wins in news and public affairs.

- Seven News leads Nine News. Seven News (1.241 million) is up 85,000 viewers on Nine News, a 7% audience advantage.
- Today Tonight leads A Current Affair. Today Tonight (1.247 million) is up 224,000 viewers on A Current Affair, a 22% audience advantage.



Oztam Data. Live and As-Live. This report covers data for live and as-live viewing. Unless identified, it does not cover consolidated +7 days viewing data.



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Source: OzTAM.

2009 Live. Weeks 7-8, 2010 Consolidated (Live+As Live+TSV) and Week 9, 2010 Overnight (Live+As Live).

Survey 2010 Wk 9: W/C 21/2/10 vs Survey 2009 Wk 9: 22/2/09 and Progressive Wks 7-9: W/C 7/2/10-W/C 21/2/10 vs W/C 8/2/09-W/C 22/2/10.

**Seven delivers in all key audiences on primary channels.**

**6:00pm-10:30pm Week 9, 2010 v Week 9, 2009**

Audience shares	Seven	Nine	Ten
All People	36.5% (37.6%)	36.9% (35.0%)	26.6% (27.4%)
16-39s	33.6% (30.2%)	32.0% (34.2%)	34.5% (35.6%)
18-49s	34.7% (32.7%)	33.8% (35.0%)	31.4% (32.4%)
25-54s	35.6% (34.2%)	34.8% (35.5%)	29.6% (30.3%)

**6:00pm-10:30pm Survey Year-to-Date vs same period in 2009**

Audience shares	Seven	Nine	Ten
All People	37.5% (37.0%)	35.3% (36.2%)	27.2% (26.8%)
16-39s	34.7% (29.7%)	30.5% (34.8%)	34.8% (35.5%)
18-49s	35.8% (32.4%)	32.4% (35.6%)	31.9% (32.0%)
25-54s	36.6% (33.8%)	33.2% (36.5%)	30.2% (29.7%)

6:00pm-10:30pm. Three commercial channel – Seven, Nine and Ten – only audience shares

**Seven delivers in all audiences on combined audiences of multi-channels.**

**6:00pm-10:30pm Week 9, 2010 v Week 9, 2009**

Audience shares	Seven	Nine	Ten
All People	37.1% (37.6%)	37.6% (35.0%)	25.2% (27.4%)
16-39s	33.4% (30.2%)	34.3% (34.2%)	32.2% (35.6%)
18-49s	34.6% (32.7%)	35.8% (35.0%)	29.6% (32.4%)
25-54s	35.7% (34.2%)	36.4% (35.5%)	27.9% (30.3%)

**6:00pm-10:30pm Survey Year-to-Date vs same period in 2009**

Audience shares	Seven	Nine	Ten
All People	38.1% (37.0%)	36.2% (36.2%)	25.7% (26.8%)
16-39s	34.7% (29.7%)	32.8% (34.8%)	32.5% (35.5%)
18-49s	35.8% (32.4%)	34.3% (35.6%)	29.9% (32.0%)
25-54s	36.7% (33.8%)	35.0% (36.5%)	28.4% (29.7%)

6:00pm-10:30pm. Combined commercial channels – including 7TWO, GO! and One – audience shares

### Seven scores across the week.

- Border Security and Airways win their timeslots and rank in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s. Bones ranks in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s. Sunday Night is up 18% on The Biggest Loser.
- My Kitchen Rules is Monday's #1 most-watched programme for women 16-39, women 18-49 and women 25-54.
- Desperate Housewives ranks in the top 10 most-watched programmes for 16-39s, 18-49s and 25-54s. Brothers and Sisters wins in total viewers and ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s.
- My Kitchen Rules is Tuesday's #1 most-watched programme for 16-39s, 18-49s and 25-54s.
- Grey's Anatomy ranks in the top three most-watched programmes for 16-39s, 18-49s and 25-54s on Tuesday. Brothers and Sisters wins in 16-39s, 18-49s and 25-54s.
- RSPCA Animal Rescue wins its timeslot and ranks in the top 10 programmes for total viewers, 18-49s and 25-54s. Criminal Minds wins in total viewers and 25-54s, and ranks in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Cougar Town wins in total viewers, 16-39s, 18-49s and 25-54s, and is Thursday's #1 most-watched programme for 18-49s and 25-54s and ranks only behind How I Met Your Mother as the most-watched programme for 16-39s. How I Met Your Mother wins in total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens is Friday's #1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: Sister Act is Saturday's #1 most-watched programme for 16-39s and ranks only behind Seven News as the most-watched programme for 18-49s and 25-54s.



### Seven scores in the top 25 programmes in all key audiences.

#### Total Viewers

My Kitchen Rules - Tuesday	#3
Seven News – Sunday	#4
Border Security	#7
Air Ways	#8
Today Tonight	#10
Seven News – Monday-Friday	#11
Criminal Minds	#13
My Kitchen Rules – Monday	#15
Bones	#18
RSPCA Animal Rescue	#19
Better Homes and Gardens	#20
Seven News – Saturday	#22
Sunday Night	#25

#### 25-54s

My Kitchen Rules – Tuesday	#1
My Kitchen Rules – Monday	#5
Cougar Town	#8
Grey's Anatomy	#12
How I Met Your Mother	#13
Desperate Housewives	#15
Bones	#18
Brothers and Sisters – Tuesday	#20
Brothers and Sisters – Monday	#22
Criminal Minds	#23
Border Security	#24
Air Ways	#25

#### 16-39s

My Kitchen Rules – Tuesday	#1
How I Met Your Mother	#3
Cougar Town	#5
Grey's Anatomy	#11
My Kitchen Rules – Monday	#12
Desperate Housewives	#15
Bones	#18

#### 18-49s

My Kitchen Rules – Tuesday	#1
Cougar Town	#7
How I Met Your Mother	#9
My Kitchen Rules – Monday	#10
Grey's Anatomy	#13
Desperate Housewives	#15
Bones	#17
Criminal Minds	#22
Brothers and Sisters – Tuesday	#24
Brothers and Sisters – Monday	#25

### Week 9 Primetime Shares

ABC1:	14.6%
Seven:	25.2%
Nine:	26.8%
Ten:	18.8%
SBS1:	4.8%

ABC2:	1.3%
ABC3:	0.5%
7TWO:	3.3%
GO!:	3.4%
One:	0.9%
SBS2:	0.4%

### Week 9 Combined Multiple Channels Primetime Shares

ABC:	16.4%
Seven:	28.4%
Nine:	30.2%
Ten:	19.7%
SBS:	5.2%

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.

### Week 9 Combined Multiple Channels Demographic Shares

Demographic	Seven	Nine	Ten
All People	36.3% (36.7%)	38.5% (35.9%)	25.2% (27.4%)
16-39s	33.3% (30.2%)	35.2% (35.4%)	31.5% (34.4%)
18-49s	34.3% (32.2%)	36.7% (36.1%)	28.9% (31.6%)
25-54s	35.1% (33.6%)	37.4% (36.5%)	27.5% (29.8%)

6:00pm-midnight – week 9, 2010 v week 9, 2009. Includes combined audiences on commercial multiple channels.

Oztag Data. Live and As-Live. Final programme performance and ranking information subject to change when not based on final programme logs.



## Primetime Programming Analysis

Share and audience data analysis for individual programmes live and as live and includes multiple channels on all five free-to-air networks

### Sunday

- Seven wins in news.
- Seven dominates the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Bones	#5
Border Security	#2	Border Security	#6
Air Ways	#3	Air Ways	#7
Bones	#7	Seven News	#8
Sunday Night	#9		
<b>16-39s</b>		<b>18-49s</b>	
Bones	#5	Bones	#5
Border Security	#8	Border Security	#7
Air Ways	#9	Air Ways	#9

- **Seven News** (1.292 million) is Sunday's #1 most-watched programme on television. Seven News wins network – up 55,000 viewers on Nine News, a 4% audience advantage.
- **Sunday Night** (1.027 million) is up 18% on The Biggest Loser.
- **Border Security** (1.274 million) wins its timeslot and ranks in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in all people.
- **Air Ways** (1.267 million) wins its timeslot and ranks in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in all people.
- **Bones** (1.155 million) ranks in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s.

### Monday

- Seven wins in news and public affairs.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	My Kitchen Rules	#2
Today Tonight	#4	Desperate Housewives	#7
My Kitchen Rules	#6	Brothers and Sisters	#8
Home and Away	#10	Seven News	#9
		Today Tonight	#10
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#4	My Kitchen Rules	#4
Desperate Housewives	#5	Desperate Housewives	#6
Home and Away	#9	Brothers and Sisters	#8
		Seven News	#10

- **Seven News** (1.355 million). Seven News wins network – up 111,000 viewers on Nine News, a 9% audience advantage.
- **Today Tonight** (1.264 million). Today Tonight wins network – up 84,000 viewers on A Current Affair, a 7% audience advantage.

- **Home and Away** (1.012 million) is up 46% on The 7PM Project – 26 share in all people and 25 share in 18-49s.
- **My Kitchen Rules** (1.193 million):
  - Monday's #1 most-watched programme for women 16-39, women 18-49 and women 25-54.
  - ranks in the top 10 most-watched programmes in all key audiences: 25 share in all people, 29 share in 16-39s, 28 share in 18-49s and 29 share in 25-54s.
- **Desperate Housewives** (0.937 million) ranks in the top 10 most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Brothers and Sisters** (0.848 million) wins in total viewers and ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s – 25 share in 16-39s, 26 share in 18-49s and 27 share for 25-54s.

## Tuesday

- Seven wins in news and public affairs.
- Seven wins primetime in 16-39s, 18-49s and 25-54s.

Seven is up 19% on Nine and up 17% on Ten in 16-39s. Seven is up 11% on Nine and up 21% on Ten in 18-49s. Seven is up 9% on Nine and up 28% on Ten in 25-54s.

- Seven dominates the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Today Tonight	#1	My Kitchen Rules	#1
My Kitchen Rules	#3	Grey's Anatomy	#3
Seven News	#4	Brothers and Sisters	#4
Grey's Anatomy	#7	Today Tonight	#5
Home and Away	#8	Seven News	#9
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Grey's Anatomy	#3	Grey's Anatomy	#3
Home and Away	#5	Brothers and Sisters	#4
Brothers and Sisters	#6	Today Tonight	#6
		Home and Away	#8

- **Seven News** (1.304 million). Seven News wins network – up 81,000 viewers on Nine News, a 7% audience advantage.
- **Today Tonight** (1.475 million) is Tuesday's #1 most-watched programme on television.
- **Home and Away** (1.013 million) is up 40% on The 7PM Project – 25 share in all people, 31 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.
- **My Kitchen Rules** (1.355 million) is Tuesday's #1 most-watched programme for 16-39s, 18-49s and 25-54s, and dominates in all key audiences: 29 share in all people, 37 share in 16-39s, 35 share in 18-49s and 34 share in 25-54s.
- **Grey's Anatomy** (1.016 million) ranks in the top three most-watched programmes for 16-39s, 18-49s and 25-54s on Tuesday – 28 share in 16-39s and 25 share in 18-49s.
- **Brothers and Sisters** (0.852 million) wins in 16-39s, 18-49s and 25-54s – 25 share in all people, 30 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

## Wednesday

- Seven wins in news and public affairs.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Criminal Minds	#4
Today Tonight	#3	RSPCA Animal Rescue	#8
Criminal Minds	#4	Seven News	#9
RSPCA Animal Rescue	#6	Today Tonight	#10
Home and Away	#10		
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#6	Criminal Minds	#5
Criminal Minds	#8	Home and Away	#9
		RSPCA Animal Rescue	#10

- **Seven News** (1.260 million). Seven News is the most-watched programme on television on Wednesday. Seven News wins network – up 82,000 viewers on Nine News, a 7% audience advantage.
- **Today Tonight** (1.226 million). Today Tonight wins network – up 125,000 viewers on A Current Affair, an 11% audience advantage.
- **Home and Away** (1.050 million) wins its timeslot and is up 58% on The 7PM Project – 26 share in all people, 29 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.
- **RSPCA Animal Rescue** (1.143 million) wins its timeslot and ranks in the top 10 programmes for total viewers, 18-49s and 25-54s – 27 share in all people and 25 share in 25-54s.
- **Criminal Minds** (1.198 million) wins in total viewers and 25-54s, and ranks in the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in all people.

## Thursday

- Seven wins in news and public affairs.
- Seven wins primetime in 16-39s and 18-49s.

Seven is up 14% on Nine and up 15% on Ten in 16-39s. Seven leads Nine and is up 22% on Ten in 18-49s. Seven is up 24% on Ten in 25-54s.

- Seven dominates the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Today Tonight	#1	Cougar Town	#1
Seven News	#2	How I Met Your Mother	#2
Cougar Town	#4	Seven News	#8
Home and Away	#8	Home and Away	#10
How I Met Your Mother	#10		
<b>16-39s</b>		<b>18-49s</b>	
How I Met Your Mother	#1	Cougar Town	#1
Cougar Town	#2	How I Met Your Mother	#2
Thank God You're Here	#7	Home and Away	#8
Home and Away	#9	Thank God You're Here	#10

- **Seven News** (1.175 million). Seven News ranks only behind Today Tonight as the most-watched programme on television on Thursday. Seven News wins network – up 84,000 viewers on Nine News, an 8% audience advantage.
- **Today Tonight** (1.178 million). Today Tonight is the most-watched programme on television on Thursday. Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 226,000 viewers on A Current Affair, a 24% audience advantage.

- **Home and Away** (0.942 million) is up 55% on The 7PM Project – 25 share in all people, 26 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.
- **Cougar Town** (1.014 million):
  - Thursday's #1 most-watched programme for 18-49s and 25-54s and ranks only behind How I Met Your Mother as the most-watched programme for 16-39s.
  - wins in total viewers, 16-39s, 18-49s and 25-54s: 27 share in all people, 36 share in 16-39s, 33 share in 18-49s and 33 share in 25-54s.
- **How I Met Your Mother** (0.913 million):
  - Thursday's #1 most-watched programme for 16-39s and ranks only behind Cougar Town as the most-watched programme for 18-49s and 25-54s.
  - wins in total viewers, 16-39s, 18-49s and 25-54s: 25 share in all people, 39 share in 16-39s, 33 share in 18-49s and 31 share in 25-54s.

## Friday

- Seven wins in news and public affairs.
- Seven wins in primetime: number 1 for total viewers, 16-39s, 18-49s and 25-54s.  
 Seven is up 5% on Nine and up 72% on Ten in total viewers. Seven is up 16% on Nine and up 28% on Ten in 16-39s. Seven is up 9% on Nine and up 41% on Ten in 18-49s. Seven is up 2% on Nine and up 43% on Ten in 25-54s.

- Seven dominates the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Better Homes and Gardens	#1	Better Homes and Gardens	#1
Seven News	#2	Seven News	#2
Today Tonight	#3	Today Tonight	#3
Home and Away	#9	Home and Away	#8
<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#1	Better Homes and Gardens	#1
Home and Away	#5	Seven News	#2
Today Tonight	#9	Today Tonight	#4
		Home and Away	#8

- **Seven News** (1.110 million). Seven News wins network – up 95,000 viewers on Nine News, a 9% audience advantage.
- **Today Tonight** (1.075 million). Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 219,000 viewers on A Current Affair, a 26% audience advantage.
- **Home and Away** (0.805 million) wins and is up 68% on The 7PM Project.
- **Better Homes and Gardens** (1.122 million):
  - Friday's #1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
  - wins in total viewers, 16-39s, 18-49s and 25-54s: 31 share in all people, 26 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.

Programming note: Seven did not broadcast a network schedule 8:30pm-midnight

## Saturday

- Seven wins in news.
- Seven wins in primetime in 16-39s, 18-49s and 25-54s.

Seven is up 23% on Nine and up 52% on Ten in 16-39s. Seven is up 16% on Nine and up 63% on Ten in 18-49s. Seven is up 13% on Nine and up 74% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

<b>All People</b>			<b>25-54s</b>	
Seven News	#1		Seven News	#1
Sister Act	#5		Sister Act	#2
			Australia's Greatest Athlete	#9
<b>16-39s</b>			<b>18-49s</b>	
Sister Act	#1		Seven News	#1
Seven News	#2		Sister Act	#2
Australia's Greatest Athlete	#7		Australia's Greatest Athlete	#8

- **Seven News** (1.106 million). Seven News is Saturday's #1 most-watched programme. Seven News wins network – up 164,000 viewers on Nine News, a 17% audience advantage.
- **Saturday Night At The Movies: Sister Act** (0.743 million):
  - Saturday's #1 most-watched programme for 16-39s and ranks only behind Seven News as the most-watched programme for 18-49s and 25-54s.
  - wins in total viewers, 16-39s, 18-49s and 25-54s: 30 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

Programming note: Seven did not broadcast a network schedule 8:30pm-midnight