



# SEVEN IS NUMBER ONE.



## Seven is #1 for total viewers, 18-49s and 25-54s across summer.

- Seven is #1 across the 2009-10 summer television season.
- Seven wins primetime on primary channels in total viewers, 18-49s and 25-54s.

### Primary Channel Shares (excludes multiple channels)

Demographic	Seven	Nine	Ten
Total viewers	39.7%	35.5%	24.8%
16-39s	33.2%	32.0%	34.8%
18-49s	35.2%	33.6%	31.2%
25-54s	36.6%	34.7%	28.7%

Primary channel commercial audience shares excluding 7TWO, GO! and One.

- Seven wins primetime on combined audiences of multiple channels in total viewers and 25-54s.

### Commercial Audience Shares (includes multiple channels)

Demographic	Seven	Nine	Ten
Total viewers	39.8%	36.4%	23.8%
16-39s	33.3%	34.2%	32.5%
18-49s	35.3%	35.4%	29.2%
25-54s	36.6%	36.3%	27.0%

Combined channel commercial audience shares including 7TWO, GO! and One.

Oztag Data. Weeks 49, 2009 – week 6, 2010: 6:00pm-10:30pm.