



The Australian Open smashes everything on television.

- Seven's coverage of The Australian Open dominates television.
- Seven's coverage of the Men's Final peaks at 3.173 million viewers and averages 2.420 million – up 8% on the Men's Final of The Australian Open in 2009.
- Seven's coverage of the Women's Final peaks at 2.43 million viewers on Saturday and averages 1.896 million viewers – up 13% on the Women's Final of The Australian Open in 2009.

	Average	Peak
WOMEN'S FINAL – PREVIEW	586,269	710,727
WOMEN'S FINAL - INTRODUCTION	1,355,937	1,506,176
WOMEN'S FINAL – MATCH	1,895,451	2,434,963
WOMEN'S FINAL - PRESENTATION	1,396,166	2,189,773
WOMEN'S FINAL – INTERVIEW	803,259	919,767
MEN'S FINAL – PREVIEW	760,578	923,826
MEN'S FINAL – INTRODUCTION	1,733,506	2,031,262
MEN'S FINAL – MATCH	2,420,513	3,173,682
MEN'S FINAL – PRESENTATION	1,531,569	2,832,836
MEN'S FINAL – INTERVIEW	656,699	913,091

- Seven's coverage surges in week 2 of the Championship – with audiences up 38.6% on the first week.
- 4.88 million Australians in the five major markets watch all or part of Seven's coverage on Sunday. 3.57 million Australians watch all or part of Seven's coverage on Saturday.

- 9.21 million Australians in the five major markets watch all or part of Seven’s coverage of the Australian Open across the past fortnight.
- Seven’s coverage dominates in all key audiences across all hours of coverage in its second week.

Total viewers	46.7% audience share
16-39s	43.7% audience share
18-49s	42.9% audience share
25-54s	42.7% audience share

- Seven dominates the week commencing 24 January – with 9 of the top 10 programmes:

			‘m
1.	Australian Open – Women’s Final	Seven	1.90m
2.	Australian Open – Day 8 Primetime	Seven	1.63m
3.	Australian Open – Women’s Final: Presentations	Seven	1.40m
4.	Australian Open – Women’s Final: Interviews	Seven	1.36m
5.	Australian Open – Day 10 Primetime	Seven	1.35m
6.	Seven News – Monday-Friday	Seven	1.34m
7.	Nine News – Sunday	Nine	1.29m
8.	Today Tonight	Seven	1.28m
9.	Seven News – Sunday	Seven	1.27m
10.	Seven News – Saturday	Seven	1.24m

- Seven dominates primetime in the latest week – week commencing 24 January:

ABC1:	13.3%	ABC2:	1.9%
Seven:	32.5%	ABC3:	0.5%
Nine:	23.0%	7TWO:	3.0%
Ten:	15.8%	GO!:	3.3%
SBS1:	5.2%	One:	0.8%
		SBS2:	0.5%

Ozdam Data. Live and as-live. Data based on actual match times and coverage.