

17 July 2008

## Seven Network Ratings Report

### Wednesday, 16 July 2008

Seven wins primetime. Nine is number 3. Seven is up 22% on Nine and up 10% on Ten in total viewers. Seven leads Nine in all key demographics: up 28% in 16-39s, up 30% in 18-49s and up 20% in 25-54s.

Seven News wins. Today Tonight wins. Home and Away is up 37% on Big Brother.

RSPCA Animal Rescue and Medical Emergency dominate in total viewers and 25-54s. Criminal Minds peaks at 1.52 million and dominates in total viewers and 25-54s. Prison Break peaks at 1.06 million.

Deal is up 60% on Antiques. Seven Early News @ 5:30am is up 52% on Today @ 5:30am. Sunrise is up 28% on Today in total viewers (and up 40% on Today in all viewers under 55) across 6:00-9:00am. The Morning Show wins.

Commercial Shares	All	16-39	18-49	25-54
Home and Away	35	26	28	31
RSPCA Animal Rescue	46	33	38	42
Medical Emergency	44	31	37	39
Criminal Minds	44	35	41	42
Prison Break	26	30	28	26
<b>6:00pm-midnight</b>	<b>37</b>	<b>30</b>	<b>32</b>	<b>34</b>
<b>Sunrise</b>	<b>51</b>	<b>52</b>	<b>53</b>	<b>52</b>

#### 6:00pm News

Seven: 1,449,000 (S: 385,000; M: 385,000)  
Nine: 1,180,000 (S: 346,000; M: 385,000)

#### Today Tonight v ACA

Seven: 1,262,000 (S: 341,000; M: 322,000)  
Nine: 1,158,000 (S: 338,000; M: 385,000)

#### Breakfast and Morning Television

Early Sunrise	166,000	Sunrise	343,000	The Morning Show	162,000
Early Today	113,000	Today	277,000	KAK	141,000
				David and Kim	83,000

#### Programme Rankings

	Preliminary Oztam Data	'm
<b>1. RSPCA Animal Rescue</b>	<b>Seven</b>	<b>1.603</b>
<b>2. Medical Emergency</b>	<b>Seven</b>	<b>1.492</b>
<b>3. Seven News</b>	<b>Seven</b>	<b>1.449</b>
<b>4. Criminal Minds</b>	<b>Seven</b>	<b>1.406</b>
5. Spicks and Specks	ABC	1.342
6. The Gruen Transfer	ABC	1.314
7. Two and a Half Men	Nine	1.291
<b>8. Today Tonight</b>	<b>Seven</b>	<b>1.262</b>
9. Jamie Oliver: Eat To Save Your Life	Ten	1.180
10. National Nine News	Nine	1.180
11. ABC News	ABC	1.179
12. A Current Affair	Nine	1.158
<b>13. Home and Away</b>	<b>Seven</b>	<b>1.151</b>
14. So You Think You Can Dance	Ten	1.045
15. The Hollowmen	ABC	1.040

Deal or No Deal	0.853m	Search and Rescue	0.799m	Cold Case	0.805m
Antiques	0.532m	Fire 000	0.757m	Missing Persons Unit	0.894m
		Big Brother	0.838m	Prison Break	0.635m

Network last night:	Network week-to-date:	Sydney last night:	Sydney week-to-date:
ABC: 20.0	ABC: 17.3	ABC: 19.6	ABC: 17.1
Seven: 26.9	Seven: 27.4	Seven: 25.7	Seven: 26.9
Nine: 22.0	Nine: 26.8	Nine: 23.5	Nine: 27.6
Ten: 24.4	Ten: 21.3	Ten: 24.2	Ten: 20.6
SBS: 6.7	SBS: 7.2	SBS: 7.1	SBS: 7.8



#### Seven Network Limited

ABN 21 052 816 789

38-42 Pirrama Road  
Pyrmont  
New South Wales 2009  
Australia

Telephone  
(02) 8777 7162  
Facsimile  
(02) 8777 7188