

24 November 2009

## Seven Network Ratings Report

### Monday, 23 November, 2009

- Seven wins in primetime on primary channels: number 1 for total viewers (up 4% on Nine and up 32% on Ten).
- Seven wins in news and public affairs. Seven News is up 21% on Nine News. Today Tonight is up 21% on A Current Affair.
- Home and Away is up 71% on The 7PM Project. Highway Patrol and Destroyed in Seconds are up 15% on Hamish and Andy. Flash Forward scores in under 55s and ranks in the top 10 for 16-39s, 18-49s and 25-54s. Criminal Minds wins in total viewers and 25-54s.
- In top 10 for 25-54s: Today Tonight, Highway Patrol, Flash Forward and Criminal Minds. In top 10 for 18-49s: Highway Patrol, Destroyed in Seconds, Flash Forward and Criminal Minds.
- Seven wins in primetime in total viewers on combined audiences of all multiple channels, including 7TWO, Go and One HD.
- Deal or No Deal is up 19% on Millionaire Hot Seat.
- Seven wins in breakfast television. Sunrise is up 14% on Today in total viewers (and up 29% on Today in all viewers under 55). Seven wins in morning television. The Morning Show is up 31% on KAK and up 161% on David and Kim.



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#### 6:00pm News

Seven: 1,381,000 (S: 395,000; M: 375,000)  
Nine: 1,140,000 (S: 344,000; M: 339,000)

#### Today Tonight v ACA

Seven: 1,302,000 (S: 363,000; M: 347,000)  
Nine: 1,078,000 (S: 313,000; M: 307,000)

#### Breakfast and Morning Television

Early Sunrise	227,000	Sunrise	362,000	The Morning Show	167,000
Early Today	186,000	Today	323,000	KAK	127,000
Ten Early News	34,000			David and Kim	64,000

#### Programme Rankings

		Preliminary Oztam Data
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1.	<b>Seven News</b>	<b>Seven 1.381</b>
2.	<b>Highway Patrol</b>	<b>Seven 1.311</b>
3.	<b>Today Tonight</b>	<b>Seven 1.302</b>
4.	Two and a Half Men – 7:30pm	Nine 1.276
5.	Two and a Half Men – 7:00pm	Nine 1.246
6.	The Mentalist	Nine 1.230
7.	<b>Home and Away</b>	<b>Seven 1.182</b>
8.	Nine News	Nine 1.140
9.	<b>Destroyed in Seconds</b>	<b>Seven 1.129</b>
10.	The Big Bang Theory	Nine 1.083
11.	<b>Criminal Minds</b> – 9:30pm	<b>Seven 1.082</b>
12.	A Current Affair	Nine 1.078
13.	Hamish and Andy Re-Gifted	Ten 1.052
14.	ABC News	ABC 1.015
15.	<b>Flash Forward</b>	<b>Seven 0.972</b>

Deal or No Deal	0.689m	Good News Week	0.956m	Elders	0.800m
Hot Seat	0.580m	The Apprentice	0.834m	The 7PM Project	0.692m

### Multi Channel Audience Share Analysis

	<b>Network Nightly Shares</b>	<b>Network Shares week-to-date</b>
ABC1:	12.5	12.6
ABC2:	1.7	1.3
Seven:	27.1	27.5
7TWO:	1.1	1.8
Nine:	26.1	25.1
GO!:	1.8	3.3
Ten:	20.6	21.4
ONE:	0.7	0.8
SBS1	8.1	6.0
SBS2:	0.3	0.2

### 7TWO

Supernova	52,000
Whacked Out Sports	44,000
Coastal Kitchen	37,000
Samantha Who?	34,000
Rick Stein's Food Heroes	30,000

### Multi Channels

- Seven-7TWO wins in primetime on combined audiences of multiple channels: number 1 for total viewers.
- Seven-7TWO is up 1% on Nine-Go and up 33% on Ten-One in total viewers. Seven-7TWO is up 12% on Ten-One in 25-54s.

### Network Audience Share Analysis

<b>Network last night:</b>	<b>Network week-to-date:</b>	<b>Sydney last night:</b>	<b>Sydney week-to-date:</b>
ABC: 14.2	ABC: 13.8	ABC: 15.1	ABC: 15.3
Seven: 28.2	Seven: 29.3	Seven: 27.3	Seven: 27.7
Nine: 27.8	Nine: 28.5	Nine: 27.5	Nine: 27.4
Ten: 21.3	Ten: 22.2	Ten: 20.7	Ten: 22.5
SBS: 8.4	SBS: 6.2	SBS: 9.3	SBS: 7.0

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.