

26 November 2009

Seven Network Ratings Report

Wednesday, 25 November 2009

- Seven wins in primetime on primary channels: number 1 for total viewers.
- Seven is up 19% on Nine and up 15% on Ten in total viewers. Seven leads Nine in all key demographics: Seven is up 2% on Nine in 16-39s, up 8% in 18-49s and up 6% in 25-54s.
- Seven wins in news and public affairs. Seven News is up 33% on Nine News. Today Tonight is up 24% on A Current Affair.
- Home and Away wins and is up 106% on The 7PM Project. Border Security wins and combines with Medical Emergency to defeat first-run episodes of Two and a Half Men across 7:30-8:30pm. City Homicide is up 11% on RPA. Criminal Minds wins its timeslot.
- In top 10 for 25-54s: Seven News, Today Tonight, Home and Away, Border Security and Criminal Minds. In top 10 for 18-49s: Today Tonight, Home and Away, Border Security and Criminal Minds.
- Seven wins in primetime on combined audiences of multiple channels. Seven-7TWO is up 12% on Nine-Go and up 19% on Ten-One in total viewers.
- Deal or No Deal is up 24% on Millionaire Hot Seat.
- Seven wins in breakfast television. Sunrise is up 21% on Today in total viewers (and up 35% on Today in all viewers under 55) across 6:00-9:00am. Seven wins in morning television. The Morning Show outpaces the combined audiences of KAK + David and Kim.



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6:00pm News

Seven: 1,283,000 (S: 325,000; M: 347,000)
Nine: 965,000 (S: 261,000; M: 308,000)

Today Tonight v ACA

Seven: 1,242,000 (S: 320,000; M: 333,000)
Nine: 999,000 (S: 276,000; M: 332,000)

Breakfast and Morning Television

Early Sunrise	219,000	Sunrise	355,000	The Morning Show	156,000
Early Today	180,000	Today	294,000	KAK	87,000
Ten Early News	32,000			David and Kim	55,000

Programme Rankings

1. Celebrity Masterchef
2. **Seven News**
3. **Border Security**
4. **Today Tonight**
5. Two and a Half Men – 8:00pm
6. **Home and Away**
7. Two and a Half Men – 7:30pm
8. **Medical Emergency**
9. Two and a Half Men – 7:00pm
10. **City Homicide**
11. A Current Affair
12. Nine News
13. **Criminal Minds**
14. RPA: Where Are They Now?
15. ABC News

Preliminary Oztam Data

Ten	1.295
Seven	1.283
Seven	1.277
Seven	1.242
Nine	1.216
Seven	1.176
Nine	1.113
Seven	1.066
Nine	1.029
Seven	1.010
Nine	0.999
Nine	0.965
Seven	0.941
Nine	0.910
ABC	0.883

Deal or No Deal	0.625m	White Collar	0.774m	Crime Investigation	0.689m
Hot Seat	0.504m	the 7PM Project	0.572m		

Multi-Channel Audience Share Analysis

	Network Nightly Shares	Network Shares week-to-date
ABC1:	12.4	12.5
ABC2:	1.8	1.4
Seven:	28.0	28.9
7TWO:	1.9	1.9
Nine:	23.6	24.3
GO!:	3.0	3.0
Ten:	24.4	22.1
ONE:	0.6	0.7
SBS1	3.8	4.9
SBS2:	0.4	0.3

7TWO

Heroes	132,000
American Gladiators	61,000
What About Brian	40,000
Sunday Night Extra Time	40,000

Multi-Channels

- Seven-7TWO wins primetime on combined audiences of multiple channels: number 1 for total viewers.
- Seven-7TWO is up 12% on Nine-Go and up 19% on Ten-One in total viewers.

Network Audience Share Analysis

Network last night:	Network week-to-date:	Sydney last night:	Sydney week-to-date:
ABC: 14.2	ABC: 13.9	ABC: 16.8	ABC: 15.7
Seven: 29.9	Seven: 30.7	Seven: 28.1	Seven: 28.9
Nine: 26.7	Nine: 27.3	Nine: 25.9	Nine: 26.9
Ten: 25.1	Ten: 22.8	Ten: 25.0	Ten: 22.9
SBS: 4.2	SBS: 5.2	SBS: 4.2	SBS: 5.7

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.