

1 September 2008

## Seven Network Ratings Report

Sunday, 31 August 2008

Seven News wins.

The Outdoor Room peaks at 1.32 million. Dancing with the Stars peaks at 1.47 million.

In top 10 for 16-39s, 18-49s and 25-54s: Seven News, The Outdoor Room and Dancing with the Stars.

Weekend Sunrise demolishes Nine's new Sunday morning programme and Wide World of Sports. Weekend Sunrise is up 278% on Nine News and up 133% on Wide World of Sports. AFL Game Day more than doubles Wide World of Sports across both programme's head-to-head markets.

### Breakfast and Sports Television

Early Weekend Sunrise	211,000
Weekend Sunrise	428,000
Nine Sunday Morning News	113,000
AFL Game Day	173,000 (Melbourne + Adelaide + Perth = 173,000)
Wide World of Sports	184,000 (Melbourne + Adelaide + Perth = 83,000)
AFL: Melbourne-Richmond	509,000
NRL	454,000

Commercial Shares	All	16-39	18-49	25-54
The Outdoor Room	35	29	32	33
Dancing with the Stars	33	24	27	27
Criminal Minds	24	18	20	21
<b>6:00pm-midnight</b>	<b>33</b>	<b>25</b>	<b>27</b>	<b>28</b>
<b>Sunrise</b>	<b>60</b>	<b>61</b>	<b>64</b>	<b>66</b>

### Programme Rankings

1.	60 Minutes
2.	<b>Seven News</b>
3.	National Nine News
4.	Domestic Blitz
5.	<b>Dancing with the Stars</b>
6.	Midsomer Murder
7.	Australian Idol
8.	<b>The Outdoor Room</b>
9.	Scorched
10.	ABC News
11.	Doctor Who
12.	Rove
13.	Thank God You're Here
14.	Ten News
15.	The Einstein Factor

### Preliminary Data

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Nine	1.567
<b>Seven</b>	<b>1.526</b>
Nine	1.507
Nine	1.462
<b>Seven</b>	<b>1.333</b>
ABC	1.319
Ten	1.310
<b>Seven</b>	<b>1.291</b>
Nine	1.125
ABC	1.119
ABC	1.092
Ten	0.967
Ten	0.943
Ten	0.851
ABC	0.787

Criminal Minds 0.645m

### Network last night: Sydney last night:

ABC:	19.4	ABC:	17.9
Seven:	25.0	Seven:	25.6
Nine:	27.7	Nine:	28.2
Ten:	23.5	Ten:	24.1
SBS:	4.4	SBS:	4.2



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