

2 September 2008

Seven Network Ratings Report

Monday, 1 September 2008

Seven wins primetime: number 1 in total viewers, 16-39s, 18-49s and 25-54s. Seven is up 35% on Nine and up 90% on Ten in total viewers. Seven is up 2% on Nine and up 7% on Ten in 16-39s. Seven is up 12% on Nine and up 34% on Ten in 18-49s. Seven is up 21% on Nine and up 58% on Ten in 25-54s. Seven is up 23% on Nine and up 29% on Ten in all viewers under 55.

Seven News is up 39% on Nine News. Today Tonight is up 45% on A Current Affair.

Home and Away is up 20% on Two and a Half Men and up 66% on Taken Out. Border Security and The Force wipe out Idol and David Attenborough. City Homicide and Bones dominate in total viewers, 18-49s and 25-54s.

Deal is up 48% on Antiques. Sunrise is up 30% on Today in total viewers (and up 49% on Today in all viewers under 55) across 6:00-9:00am.

Commercial Shares	All	16-39	18-49	25-54
Home and Away	41	35	35	38
Border Security	45	36	38	41
The Force	41	31	34	37
City Homicide	49	35	40	43
Bones	45	34	40	42
6:00pm-midnight	44	34	38	41
Sunrise	50	52	53	54

6:00pm News

Seven: 1,730,000 (S: 433,000; M: 483,000)
 Nine: 1,241,000 (S: 323,000; M: 429,000)

Today Tonight v ACA

Seven: 1,650,000 (S: 434,000; M: 464,000)
 Nine: 1,140,000 (S: 308,000; M: 376,000)

Breakfast and Morning Television

Early Sunrise	179,000	Sunrise	373,000	The Morning Show	170,000
Early Today	137,000	Today	288,000	KAK	140,000
				David and Kim	83,000

Programme Rankings

1. **Seven News**
2. **Border Security**
3. **City Homicide**
4. **Today Tonight**
5. **The Force**
6. **Home and Away**
7. National Nine News
8. **Bones**
9. Australian Idol
10. Two and a Half Men
11. A Current Affair
12. ABC News
13. Four Corners
14. Ten News
15. David Attenborough

Preliminary Data

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Seven	1.730
Seven	1.717
Seven	1.698
Seven	1.650
Seven	1.500
Seven	1.411
Nine	1.241
Seven	1.212
Ten	1.204
Nine	1.172
Nine	1.140
ABC	1.130
ABC	1.037
Ten	0.956
Nine	0.939

Deal or No Deal	0.813m	The Da Vinci Code	0.917m	Taken Out	0.851m
Antiques	0.550m	Burn Notice – 8:30pm	0.646m	Burn Notice – 9:30pm	0.510m

Network last night:	Network week-to-date:	Sydney last night:	Sydney week-to-date:
ABC: 17.5	ABC: 18.5	ABC: 18.4	ABC: 18.1
Seven: 33.0	Seven: 28.9	Seven: 32.3	Seven: 28.9
Nine: 24.5	Nine: 26.1	Nine: 23.8	Nine: 26.0
Ten: 17.4	Ten: 20.5	Ten: 17.3	Ten: 20.8
SBS: 7.6	SBS: 5.9	SBS: 8.3	SBS: 6.2



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