

3 September 2008

Seven Network Ratings Report

Tuesday, 2 September 2008

Seven wins primetime: number 1 in total viewers, 18-49s, 25-54s and all viewers under 55. Seven is up 49% on Nine and up 45% on Ten in total viewers. Seven is up 12% on Nine and up 8% on Ten in 18-49s. Seven is up 27% on Nine and up 23% on Ten in 25-54s.

Seven crushes Nine in news and public affairs. Seven News is up 46% on Nine News. Today Tonight is up 33% on A Current Affair.

Home and Away demolishes Two and a Half Men and Taken Out. RSPCA and Find My Family dominate. Packed to the Rafters peaks at 2.08 million, nearly matches Nine + Ten in its timeslot and builds week-on-week. Packed is Tuesday's #1 for 18-49s and 25-54s and wins in all key demographics. All Saints dominates.

Deal is up 61% on Antiques. Sunrise is up 41% on Today in total viewers (and up 74% on Today in all viewers under 55) across 6:00-9:00am.

Commercial Shares	All	16-39	18-49	25-54
Home and Away	43	37	40	42
RSPCA Animal Rescue	43	30	33	37
Find My Family	40	25	28	32
Packed to the Rafters	46	35	39	42
All Saints	41	29	33	36
6:00pm-midnight	42	32	36	39
Sunrise	53	58	60	64

6:00pm News

Seven: 1,631,000 (S: 440,000; M: 437,000)
 Nine: 1,097,000 (S: 260,000; M: 358,000)

Today Tonight v ACA

Seven: 1,459,000 (S: 386,000; M: 388,000)
 Nine: 1,100,000 (S: 293,000; M: 367,000)

Breakfast and Morning Television

Early Sunrise	202,000	Sunrise	419,000	The Morning Show	167,000
Early Today	138,000	Today	300,000	KAK	172,000
				David and Kim	83,000

Programme Rankings

Preliminary Data

Rank	Programme	Channel	'm
1.	Packed to the Rafters	Seven	2.045
2.	RSPCA Animal Rescue	Seven	1.707
3.	Seven News	Seven	1.631
4.	Find My Family	Seven	1.630
5.	Today Tonight	Seven	1.459
6.	Home and Away	Seven	1.425
7.	All Saints	Seven	1.319
8.	NCIS	Ten	1.286
9.	Australian Idol	Ten	1.249
10.	Two and a Half Men	Nine	1.177
11.	ABC News	ABC	1.173
12.	Rush	Ten	1.161
13.	Wipeout	Nine	1.139
14.	A Current Affair	Nine	1.100
15.	National Nine News	Nine	1.097

Deal or No Deal	0.890m	Two and a Half Men - 8:30pm	1.024m	20 to 1	0.834m
Antiques	0.552m	Two and a Half Men - 9:00pm	1.022m	Taken Out	0.769m

Network last night:	Network week-to-date:	Sydney last night:	Sydney week-to-date:
ABC: 15.2	ABC: 17.4	ABC: 14.9	ABC: 17.0
Seven: 34.4	Seven: 30.7	Seven: 36.6	Seven: 31.4
Nine: 23.1	Nine: 25.2	Nine: 22.4	Nine: 24.8
Ten: 23.7	Ten: 21.6	Ten: 21.8	Ten: 21.1
SBS: 3.5	SBS: 5.1	SBS: 4.3	SBS: 5.6



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