

5 September 2008

Seven Network Ratings Report

Thursday, 4 September 2008

Seven News is up 46% on Nine News. Today Tonight is up 28% on A Current Affair.

Home and Away defeats Two and a Half Men and more than doubles Taken Out. Make Me A Supermodel peaks at 1.19 million. Ghost Whisperer peaks at 1.01 million.

In top 10 for 25-54s: Seven News, Today Tonight, Home and Away and Ghost Whisperer.
In top 10 for 18-49s: Seven News, Today Tonight, Home and Away, Make Me A Supermodel and Ghost Whisperer.

Seven leads Ten in total viewers, 25-54s and all viewers under 55 across primetime.

Deal is up 57% on Antiques. Sunrise is up 25% on Today in total viewers (and up 48% 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	36	37	38
Make Me A Supermodel	31	33	31	30
Ghost Whisperer – 8:30pm	26	28	29	28
Ghost Whisperer – 9:30pm	29	30	32	31
6:00pm-midnight	33	32	32	32
Sunrise	51	55	57	55

6:00pm News

Seven: 1,569,000 (S: 415,000; M: 398,000)
Nine: 1,072,000 (S: 283,000; M: 316,000)

Today Tonight v ACA

Seven: 1,408,000 (S: 356,000; M: 370,000)
Nine: 1,097,000 (S: 296,000; M: 344,000)

Breakfast and Morning Television

Early Sunrise	193,000	Sunrise	411,000	The Morning Show	184,000
Early Today	150,000	Today	332,000	KAK	177,000
				David and Kim	73,000

Programme Rankings

Programme Rankings		Preliminary Data	
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1.	Seven News	Seven	1.569
2.	The Strip	Nine	1.452
3.	Today Tonight	Seven	1.408
4.	Home and Away	Seven	1.283
5.	Two and a Half Men	Nine	1.266
6.	Getaway	Nine	1.215
7.	Australian Idol	Ten	1.145
8.	Law and Order: Criminal Intent	Ten	1.134
9.	ABC News	ABC	1.110
10.	A Current Affair	Nine	1.097
11.	National Nine News	Nine	1.072
12.	Law and Order: SVU	Ten	1.015
13.	The Footy Show	Nine	1.004
14.	Ghost Whisperer – 8:30pm	Seven	0.970
15.	The 7:30 Report	ABC	0.936

Deal or No Deal	0.813m	Make Me A Supermodel	0.928m	Taken Out	0.623m
Antiques	0.519m	Ghost Whisperer – 9:30pm	0.815m		

Network last night:	Network week-to-date:	Sydney last night:	Sydney week-to-date:
ABC: 16.1	ABC: 17.4	ABC: 18.5	ABC: 17.8
Seven: 26.2	Seven: 30.0	Seven: 26.5	Seven: 30.2
Nine: 30.2	Nine: 26.1	Nine: 26.6	Nine: 25.4
Ten: 23.0	Ten: 21.6	Ten: 23.7	Ten: 21.5
SBS: 4.5	SBS: 4.8	SBS: 4.7	SBS: 5.1



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