

13 October 2008

Seven Network Ratings Report

Week 41: 5 October – 11 October, 2008

Seven wins in primetime.

- Seven wins in total viewers, 16-39s, 18-49s and 25-54s.
- Seven is up 18% on Nine and up 57% on Ten in total viewers. Seven leads Nine and ties with Ten in 16-39s. Seven is up 4% on Nine and up 17% on Ten in 18-49s. Seven is up 5% on Nine and up 29% on Ten in 25-54s.
- Seven wins Monday in total viewers, 18-49s and 25-54s. Seven wins Tuesday in total viewers, 18-49s and 25-54s. Seven wins Wednesday in total viewers and 25-54s. Seven wins Thursday in 16-39s, 18-49s and 25-54s. Seven wins Friday in total viewers, 18-49s and 25-54s. Seven wins Saturday in total viewers, 18-49s and 25-54s.

Seven wins the television year.

Seven leads in breakfast television, news and public affairs and across primetime for the current television year, including and excluding the Olympic Games.

Seven wins another week. Seven wins 22 of the 33 weeks in the current television year (and ties for leadership in another week). With 7 weeks remaining in the television year, Seven wins the year in weekly wins – including and excluding the Olympic Games.

Seven dominates the most-watched programmes.

- Seven scores 7 of the top 10 programmes including the most-watched regular programme (Packed to the Rafters).
- Sunday Night At The Movies: Pirates of the Caribbean: Dead Man's Chest wins in 16-39s and 18-49s.
- City Homicide is Monday's #1 most-watched programme for total viewers and 25-54s. Border Security dominates Two and a Half Men and Idol. The Force dominates in total viewers, 18-49s and 25-54s. Bones wins in total viewers and 25-54s.
- Packed to the Rafters is Tuesday's #1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s. RSPCA Animal Rescue dominates in total viewers and 25-54s. Find My Family dominates in total viewers, 18-49s and 25-54s. All Saints wins in total viewers, 18-49s and 25-54s.
- Criminal Minds on Wednesday dominates first-run Fringe and House and knocks out The Mentalist and Life in all key demographics. Crash Investigation Unit and Medical Emergency overwhelm Jamie Oliver.



Seven Network Limited

ABN 21 052 816 789

38-42 Pirrama Road
Pyrmont
New South Wales 2009
Australia

Telephone
(02) 8777 7111
Facsimile
(02) 8777 7181

sevencorporate.com.au

- Seven News is Thursday's #1 most-watched programme for total viewers. Heroes is the #1 most-watched programme for 16-39s, 18-49s and 25-54s. Make Me A Supermodel dominates in 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens is Friday's #1 most-watched programme for total viewers, 18-49s and 25-54s. Friday Night At The Movies: Eight Below wins in total viewers, 18-49s and 25-54s.
- Seven News is Saturday's #1 most-watched programme for total viewers and 25-54s. Saturday Night At The Movies: Holes wins in total viewers, 16-39s, 18-49s and 25-54s. Saturday Night At The Movies: Alien v Predator wins in total viewers, 18-49s and 25-54s.

Seven wins in news.

- Seven News wins Sydney and Melbourne. Seven News wins network – up 270,000 viewers on Nine News, a 25% audience advantage.
- Seven News wins Sunday, Monday-Friday and Saturday.

Seven wins in public affairs.

- Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 260,000 viewers on A Current Affair, a 26% audience advantage.

Seven wins in sports television.

- V8 Supercars on Seven's coverage of the Bathurst 1000 dominates across Saturday afternoon – with coverage of qualifying and the fight for pole position for Sunday's Great Race:

Demographic	Seven	Nine	Ten
Total viewers	58%	18%	24%
16-39s	63%	12%	25%
18-49s	63%	12%	25%
25-54s	63%	12%	25%

Seven wins in 5:30pm game shows v antiques.

- Deal or No Deal (0.692 million) is up 248,000 viewers on Antiques Roadshow, a 56% audience advantage.

Seven wins in breakfast television.

- Early Weekend Sunrise is up 182% on Nine Sunday Morning News. Weekend Sunrise is up 445% on Nine Sunday Morning News and up 126% on Wide World of Sports.
- Sunrise is up 22% on Today in total viewers (and up 44% on Today in all viewers under 55) across 6:00-9:00am Monday-Friday. Sunrise dominates in all key demographics:

06:00-09:00am Monday-Friday			
Demographic	Seven	Nine	Ten
Total viewers	49.7%	40.5%	9.8%
16-39s	48.8%	37.8%	13.3%
18-49s	53.7%	37.2%	9.2%
25-54s	53.8%	38.4%	7.7%

Seven wins in morning television.

- The Morning Show is up 21% on Mornings with Kerri-Anne in total viewers (and up 80% on KAK in all viewers under 55).
- The Morning Show is up 115% on 9AM with David and Kim in total viewers (and up 127% on David and Kim in all viewers under 55).

09:00-11:00am Monday-Friday

Demographic	Seven	Nine	Ten
Total viewers	43.6%	36.1%	20.3%
16-39s	47.5%	30.2%	22.3%
18-49s	50.2%	27.7%	22.1%
25-54s	49.8%	28.5%	21.8%

Seven wins in daytime television.

- Seven is up 41% on Nine in total viewers and leads Ten (and is up 36% on Nine) in all viewers under 55 across 11:00am-4:00pm. Seven wins in 16-39s, 18-49s and 25-54s across daytime: 9:00am-5:00pm

09:00am-5:00pm Monday-Friday

Demographic	Seven	Nine	Ten
Total viewers	36.2%	26.7%	37.1%
16-39s	35.4%	29.2%	35.4%
18-49s	37.6%	27.6%	34.9%
25-54s	38.6%	26.6%	34.8%

Seven scores in the top 25 programmes in total viewers and 25-54s.

Total Viewers

Packed to the Rafters	#2
Find My Family	#3
City Homicide	#4
The Force	#5
Border Security	#6
RSPCA Animal Rescue	#7
Better Homes and Gardens	#9
All Saints	#11
Criminal Minds – 8:30pm Wednesday	#12
Seven News – Monday-Friday	#13
Seven News – Sunday	#17
Seven News – Saturday	#22
Today Tonight	#23
Criminal Minds – 9:30pm Wednesday	#24

16-39s

Packed to the Rafters	#2
Heroes – 8:30pm Thursday	#18
Heroes – 9:30pm Thursday	#19
The Force	#21
City Homicide	#22
Pirates of the Caribbean	#23

25-54s

Packed to the Rafters	#2
City Homicide	#5
Find My Family	#6
The Force	#10
All Saints	#13
Border Security	#16
RSPCA Animal Rescue	#18
Better Homes and Gardens	#20
Criminal Minds – 8:30pm Wednesday	#21
Criminal Minds – 9:30pm Wednesday	#23

18-49s

Packed to the Rafters	#2
City Homicide	#8
Find My Family	#10
The Force	#14
All Saints	#16
Border Security	#20
Criminal Minds – 9:30pm Wednesday	#23
Criminal Minds – 8:30pm Wednesday	#24

Week 41 Primetime Shares

	Network	Sydney	Melbourne
ABC:	18.7	19.4	18.6
Seven:	30.7	28.7	31.0
Nine:	25.9	27.8	25.1
Ten:	19.5	18.3	20.2
SBS:	5.2	5.8	5.1

Week 41 Demographic Shares

Demographic	Seven	Nine	Ten
All People	40.3% (40.7%)	34.0% (31.6%)	25.6% (27.7%)
16-39s	33.5% (36.2%)	33.0% (26.7%)	33.5% (37.1%)
18-49s	35.5% (37.8%)	34.1% (28.2%)	30.3% (34.0%)
25-54s	36.7% (39.8%)	34.9% (29.6%)	28.4% (30.6%)

6:00pm-midnight – week 41, 2008 v week 41, 2007.

Primetime Audience Demographics

Week 41, 2008 v week 41, 2007

Audience shares	Seven	Nine	Ten
All People	40.6% (40.8%)	33.8% (31.0%)	25.6% (28.2%)
16-39s	32.7% (36.0%)	32.6% (25.0%)	34.7% (38.9%)
18-49s	35.2% (37.7%)	33.8% (26.8%)	31.0% (35.5%)
25-54s	36.5% (39.8%)	34.7% (28.5%)	28.8% (31.7%)

Survey Year-to-Date (including the Olympic Games)

Audience shares	Seven	Nine	Ten
All People	38.2% (37.4%)	34.4% (34.3%)	27.4% (28.3%)
16-39s	31.8% (33.9%)	32.3% (28.1%)	35.9% (37.9%)
18-49s	34.3% (35.4%)	33.2% (30.1%)	32.5% (34.5%)
25-54s	35.7% (36.7%)	34.3% (32.1%)	30.0% (31.2%)

Survey Year-to-Date (excluding the Olympic Games)

Audience shares	Seven	Nine	Ten
All People	36.9% (37.4%)	35.2% (34.3%)	27.9% (28.3%)
16-39s	30.5% (33.9%)	33.1% (28.1%)	36.4% (37.9%)
18-49s	32.9% (35.4%)	34.0% (30.1%)	33.1% (34.5%)
25-54s	34.4% (36.7%)	35.1% (32.1%)	30.6% (31.2%)

OzTAM Data for 6:00-10:30pm.

Final programme performance and ranking information subject to change when not based on final programme logs.

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven leads Ten in all key audiences across primetime: up 34% in total viewers, up 7% in 16-39s, up 9% in 18-49s and up 14% in 25-54s.
- Seven wins in breakfast television. Early Weekend Sunrise is up 182% on Nine Sunday Morning News. Weekend Sunrise is up 445% on Nine Sunday Morning News and up 126% on Wide World of Sports.
- **Seven News** (1.315 million). Seven News is up 95,000 viewers on Nine News, an 8% audience advantage.
- **Sunday Night At The Movies: The Pacifier** (0.884 million – not broadcast in Perth) is up 15% on Ten's primetime (Thank God You're Here and Australian Idol).
- **Sunday Night At The Movies: Pirates of the Caribbean: Dead Man's Chest** (0.876 million) ranks in the top ten programmes for total viewers, 16-39s, 18-49s and 25-54s and wins its timeslot in 16-39s, 18-49s and all viewers under 55 – 35 share in all people, 39 share in 16-39s, 36 share in 18-49s and 35 share in 25-54s.

Monday

- Seven wins in news and public affairs.
- Seven wins in primetime: number 1 in total viewers, 18-49s and 25-54s.
- Seven is up 34% on Nine and up 80% on Ten in total viewers. Seven is up 5% on Nine and up 13% on Ten in 18-49s. Seven is up 11% on Nine and up 35% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 33% on Today in total viewers (and up 60% on Today in all viewers under 55) across 6:00-9:00am.
- Seven dominates the most-watched programmes – including the number 1, top 5 and 6 of the top 10 programmes on television:

All People		25-54s	
City Homicide	#1	City Homicide	#1
The Force	#2	The Force	#2
Border Security	#3	Border Security	#4
Seven News	#4	Home and Away	#6
Home and Away	#5	Seven News	#9
Today Tonight	#7	Today Tonight	#10
16-39s		18-49s	
The Force	#4	The Force	#3
City Homicide	#5	Border Security	#5
Border Security	#10	Home and Away	#9

- **Seven News** (1.403 million). Seven News wins Melbourne. Seven News wins network – up 209,000 viewers on Nine News, an 18% audience advantage.
- **Today Tonight** (1.299 million). Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 167,000 viewers on A Current Affair, a 15% audience advantage.
- **Home and Away** (1.313 million) leads Two and a Half Men and nearly doubles Friends – 40 share in all people, 32 share in 16-39s, 36 share in 18-49s and 37 share in 25-54s.

- **Border Security** (1.592 million):
 - leads Two and a Half Men: up 19% in total viewers.
 - leads Australian Idol: up 84% in total viewers, up 9% in 16-39s, up 19% in 18-49s and up 34% in 25-54s.
 - ranks in the top ten programmes for total viewers and across all key demographics: 42 share in all people, 30 share in 16-39s, 32 share in 18-49s and 35 share in 25-54s.
- **The Force** (1.681 million):
 - wins in total viewers, 18-49s and 25-54s and ranks only behind City Homicide as the most-watched programme for total viewers and 25-54s on Monday.
 - leads Til Death: up 62% in total viewers, up 8% in 18-49s and up 25% in 25-54s.
 - leads Australian Idol: up 59% in total viewers, up 4% in 18-49s and up 16% in 25-54s.

Demographic	Seven	Nine	Ten
Total viewers	45%	27%	28%
16-39s	33%	33%	34%
18-49s	35%	32%	33%
25-54s	38%	30%	32%

- **City Homicide** (1.701 million):
 - wins in total viewers, 18-49s and 25-54s, and is the most-watched programme for total viewers and 25-54s and one of the top two programmes for 18-49s on Monday.
 - leads 16 Blocks: up 89% in total viewers, up 19% in 16-39s, up 37% in 18-49s and up 47% in 25-54s.
 - leads Supernatural: up 111% in total viewers, up 20% in 18-49s and up 48% in 25-54s.

Demographic	Seven	Nine	Ten
Total viewers	50%	26%	24%
16-39s	34%	29%	37%
18-49s	39%	28%	33%
25-54s	42%	29%	29%

- **Bones** (1.016 million) wins in total viewers and 25-54s (up 29% in total viewers and up 6% in 25-54s on 16 Blocks, and up 54% in total viewers and up 12% in 25-54s on Supernatural) - 41 share in all people, 31 share in 18-49s and 35 share in 25-54s.

Tuesday

- Seven wins in news and public affairs.
- Seven wins in primetime: number 1 in total viewers, 18-49s and 25-54s.
- Seven is up 50% on Nine and up 74% on Ten in total viewers. Seven is up 9% on Nine and up 24% on Ten in 18-49s. Seven is up 21% on Nine and up 43% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 22% on Today in total viewers (and up 42% on Today in all viewers under 55) across 6:00-9:00am.

- Seven dominates the most-watched programmes – including the number 1, top 5 and 7 of the top 10 programmes:

All People		25-54s	
Packed to the Rafters	#1	Packed to the Rafters	#1
Find My Family	#2	Find My Family	#2
RSPCA Animal Rescue	#3	All Saints	#3
Seven News	#4	RSPCA Animal Rescue	#6
All Saints	#5		
Today Tonight	#6		
Home and Away	#8		
16-39s		18-49s	
Packed to the Rafters	#1	Packed to the Rafters	#1
Find My Family	#8	Find My Family	#2
All Saints	#9	All Saints	#5

- **Deal or No Deal** (0.776 million) is up 302,000 viewers on Antiques Roadshow, a 64% audience advantage.
- **Seven News** (1.426 million). Seven News wins Sydney and Melbourne. Seven News wins network – up 285,000 viewers on Nine News, a 25% audience advantage.
- **Today Tonight** (1.360 million). Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 353,000 viewers on A Current Affair, a 35% audience advantage.
- **Home and Away** (1.217 million) leads Two and a Half Men and more than doubles Friends – 41 share in all people, 31 share in 16-39s, 35 share in 18-49s and 37 share in 25-54s.
- **RSPCA Animal Rescue** (1.507 million):
 - wins in total viewers and 25-54s.
 - leads Wipeout: up 47% in total viewers and up 9% in 25-54s.
 - leads The Simpsons: up 78% in total viewers and up 36% in 25-54s.
 - scores in all key audiences: 45 share in all people, 33 share in 18-49s and 38 share in 25-54s.
- **Find My Family** (1.797 million):
 - ranks only behind Packed to the Rafters as the most-watched programme for total viewers, 18-49s and 25-54s on Tuesday.
 - leads Wipeout: up 96% in total viewers, up 15% in 18-49s and up 36% in 25-54s.
 - leads The Simpsons: up 87% in total viewers, up 10% in 18-49s and up 49% in 25-54s.

Demographic	Seven	Nine	Ten
Total viewers	49%	25%	26%
18-49s	36%	31%	33%
25-54s	42%	30%	28%

- **Packed to the Rafters** (1.978 million):

- wins in total viewers, 16-39s, 18-49s and 25-54s.
- most-watched programme for total viewers, 16-39s, 18-49s and 25-54s on Tuesday.
- leads Two and Half Men: up 106% in total viewers, up 30% in 16-39s, up 45% in 18-49s and up 60% in 25-54s.
- leads NCIS: up 52% in total viewers, up 22% in 16-39s, up 30% in 18-49s and up 36% in 25-54s.

Demographic	Seven	Nine	Ten
Total viewers	47%	22%	31%
16-39s	38%	30%	32%
18-49s	41%	28%	31%
25-54s	42%	27%	31%

- **All Saints** (1.378 million):

- wins in total viewers, 18-49s and 25-54s.
- leads 20 to 1: up 47% in total viewers, up 4% in 18-49s and up 17% in 25-54s.
- leads Rush: up 76% in total viewers, up 18% in 16-39s, up 42% in 18-49s and up 54% in 25-54s.

Demographic	Seven	Nine	Ten
Total viewers	45%	30%	25%
16-39s	34%	38%	28%
18-49s	38%	36%	26%
25-54s	40%	34%	26%

Wednesday

- Seven wins in news and public affairs.
- Seven wins in primetime: number 1 in total viewers and 25-54s.
- Seven is up 27% on Nine and up 65% on Ten in total viewers. Seven is up 8% on Ten in 18-49s. Seven is up 3% on Nine and up 27% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 22% on Today in total viewers (and up 56% on Today in all viewers under 55) across 6:00-9:00am.
- Seven dominates the most-watched programmes – with 6 of the top 10 programmes on television:

All People		25-54s	
Criminal Minds – 8:30pm	#3	Criminal Minds – 8:30pm	#5
Seven News	#5	Criminal Minds – 9:30pm	#6
Medical Emergency	#6	Medical Emergency	#8
Criminal Minds – 9:30pm	#7	Crash Investigation Unit	#10
Today Tonight	#8		
Crash Investigation Unit	#10		

- **Deal or No Deal** (0.698 million) is up 278,000 viewers on Antiques Roadshow, a 66% audience advantage.
- **Seven News** (1.336 million). Seven News wins Sydney and Melbourne. Seven News wins network – up 313,000 viewers on Nine News, a 31% audience advantage.
- **Today Tonight** (1.199 million). Today Tonight wins network – up 135,000 viewers on A Current Affair, a 13% audience advantage.
- **Home and Away** (1.071 million) is up 66% on Friends – 37 share in all people, 31 share in 18-49s and 33 share in 25-54s.
- **Crash Investigation Unit** (1.163 million) is up 52% on Jamie Oliver and ranks in the top 10 programmes for total viewers and 25-54s – 36 share in all people.
- **Medical Emergency** (1.304 million) is up 70% on Jamie Oliver and ranks in the top 10 programmes for total viewers, 18-49s and 25-54s – 36 share in all people and 30 share in 25-54s.
- **Criminal Minds – 8:30pm** (1.368 million) leads first-run Fringe (up 67% in total viewers, up 11% in 18-49s and up 21% in 25-54s) and first-run House (up 61% in total viewers, up 7% in 18-49s and up 17% in 25-54s):

Demographic	Seven	Nine	Ten
Total viewers	45%	27%	28%
16-39s	31%	32%	37%
18-49s	35%	32%	33%
25-54s	37%	31%	32%

- **Criminal Minds – 9:30pm** (1.219 million) leads (The Mentalist: up 124% in total viewers, up 63% in 16-39s, up 65% in 18-49s and up 74% in 25-54s) and Life (up 78% in total viewers, up 21% in 16-39s, up 35% in 18-49s and up 45% in 25-54s):

Demographic	Seven	Nine	Ten
Total viewers	50%	22%	28%
16-39s	41%	25%	34%
18-49s	43%	26%	31%
25-54s	44%	25%	31%

Thursday

- Seven wins in news and public affairs.
- Seven wins in primetime: number 1 in 16-39s, 18-49s and 25-54s.
- Seven is up 54% on Nine and up 27% on Ten in 16-39s. Seven is up 32% on Nine and up 25% on Ten in 18-49s. Seven is up 12% on Nine and up 12% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 13% on Today in total viewers (and up 28% on Today in all viewers under 55) across 6:00-9:00am.
- Seven scores in the most-watched programmes – including the number 1 programme for total viewers, 16-39s, 18-49s and 25-54s:

All People		25-54s	
Seven News	#1	Heroes – 8:30pm	#1
Today Tonight	#2	Home and Away	#5
Home and Away	#3	Seven News	#6
		Make Me A Supermodel	#8
		Today Tonight	#9

16-39s		18-49s	
Heroes – 9:30pm	#1	Heroes – 8:30pm	#1
Heroes – 8:30pm	#2	Heroes – 9:30pm	#2
Make Me A Supermodel	#3	Make Me A Supermodel	#3
Home and Away	#8	Home and Away	#5
		Today Tonight	#9

- **Deal or No Deal** (0.651 million) is up 255,000 viewers on Antiques Roadshow, a 64% audience advantage.
- **Seven News** (1.293 million). Seven News is the most-watched programme on television. Seven News wins Sydney and Melbourne. Seven News wins network – up 277,000 viewers on Nine News, a 21% audience advantage.
- **Today Tonight** (1.209 million). Today Tonight ranks only behind Seven News as the most-watched programme. Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 252,000 viewers on A Current Affair, a 26% audience advantage.
- **Home and Away** (1.137 million) is up 14% on Two and a Half Men and up 90% on Friends – 42 share in all people, 36 share in 16-39s, 38 share in 18-49s and 37 share in 25-54s.
- **Make Me A Supermodel** (0.934 million):
 - wins in 16-39s, 18-49s and 25-54s.
 - leads Getaway: up 68% in 16-39s, up 32% in 18-49s and up 3% in 25-54s.
 - leads Are You Smarter Than A 5th Grader?: up 18% in total viewers, up 24% in 16-39s, up 17% in 18-49s and up 5% in 25-54s.

Demographic	Seven	Nine	Ten
Total viewers	34%	37%	29%
16-39s	42%	25%	33%
18-49s	38%	29%	33%
25-54s	34%	33%	33%

- **Heroes – 8:30pm** (0.870 million):
 - wins in 16-39s and 18-49s.
 - most-watched programme on television for 18-49s.
 - leads The Strip: up 73% in 16-39s, up 49% in 18-49s and up 16% in 25-54s.
 - leads Law and Order: Criminal Intent: up 36% in 16-39s and up 16% in 18-49s.

Demographic	Seven	Nine	Ten
Total viewers	31%	33%	36%
16-39s	43%	25%	32%
18-49s	40%	26%	34%
25-54s	34%	29%	37%

- **Heroes – 9:30pm** (0.764 million):
 - wins in 16-39s and 18-49s.
 - leads RPA: up 78% in 16-39s and up 36% in 18-49s.
 - leads Law and Order: SVU: up 46% in 16-39s and up 14% in 18-49s.
 - scores in all key audiences: 45 share in 16-39s, 38 share in 18-49s and 32 share in 25-54s.

Friday

- Seven wins in news and public affairs.
- Seven wins in primetime: number 1 in total viewers, 18-49s and 25-54s.
- Seven is up 47% on Nine and up 87% on Ten in total viewers. Seven is up 15% on Nine and up 29% on Ten in 18-49s. Seven is up 20% on Nine and up 50% on Ten in total viewers.
- Seven wins in breakfast television. Sunrise is up 25% on Today in total viewers (and up 41% on Today in all viewers under 55) across 6:00-9:00am.
- Seven dominates the most-watched programmes – including the number 1 and top 5 programmes on television:

All People		25-54s	
Better Homes and Gardens	#1	Better Homes and Gardens	#1
Seven News	#2	Seven News	#2
Today Tonight	#3	Today Tonight	#4
Home and Away	#4	Eight Below	#5
Eight Below	#5	Home and Away	#6
16-39s		18-49s	
Better Homes and Gardens	#2	Better Homes and Gardens	#1
Eight Below	#5	Eight Below	#3
Home and Away	#6	Seven News	#4
Seven News	#9	Today Tonight	#6
Today Tonight	#10	Home and Away	#7

- **Deal or No Deal** (0.634 million) is up 202,000 viewers on Antiques Roadshow, a 47% audience advantage.
- **Seven News** (1.260 million). Seven News wins Sydney. Seven News wins network – up 273,000 viewers on Nine News, a 28% audience advantage.
- **Today Tonight** (1.256 million). Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 410,000 viewers on A Current Affair, a 48% audience advantage.
- **Home and Away** (1.083 million) is up 9% on Two and a Half Men and up 128% on Friends – 42 share in all people, 33 share in 16-39s, 36 share in 18-49s and 38 share in 25-54s.
- **Better Homes and Gardens** (1.447 million):
 - most-watched programme for total viewers, 18-49s and 25-54s on Friday.
 - more than matches the combined audiences of Nine and Ten.
 - leads Wipeout: up 116% in total viewers, up 27% in 16-39s, up 46% in 18-49s and up 69% in 25-54s.
 - leads America's Next Top Model: up 116% in total viewers, up 28% in 18-49s and up 72% in 25-54s.

Demographic	Seven	Nine	Ten
Total viewers	52%	24%	24%
16-39s	35%	28%	37%
18-49s	41%	28%	31%
25-54s	46%	27%	27%

- **Friday Night At The Movies: Eight Below** (1.014 million) dominates in total viewers and wins in 18-49s and 25-54s, ranking in the top 10 programmes in all key demographics:

Demographic	Seven	Nine	Ten
Total viewers	43%	28%	29%
16-39s	31%	30%	39%
18-49s	35%	31%	34%
25-54s	37%	31%	32%

Saturday

- Seven wins in news.
- Seven wins in primetime: number 1 in total viewers, 18-49s and 25-54s.
- Seven is up 23% on Nine and up 44% on Ten in total viewers. Seven is up 25% on Nine in 16-39s. Seven is up 30% on Nine and up 16% on Ten in 18-49s. Seven is up 27% on Nine and up 25% on Ten in 25-54s.
- Seven dominates the most-watched programmes – including the number 1 programme for total viewers and the number 1 programme for 18-49s and 25-54s:

All People		25-54s	
Seven News	#1	Seven News	#1
Holes	#4	Bathurst 1000: Afternoon	#2
Bathurst 1000: Shootout	#9	Bathurst 1000: Shootout	#3
Bathurst 1000: Afternoon	#10	Holes	#4
		Alien v Predator	#7
16-39s		18-49s	
Holes	#3	Holes	#1
Alien v Predator	#5	Seven News	#2
Seven News	#6	Bathurst 1000: Shootout	#3
Bathurst 1000: Shootout	#7	Bathurst 1000: Afternoon	#4
		Alien v Predator	#7

- **V8 Supercars on Seven: Bathurst 1000** dominates across Saturday afternoon – with coverage of qualifying and the fight for pole position for Sunday's Great Race:

Demographic	Seven	Nine	Ten
Total viewers	58%	18%	24%
16-39s	63%	12%	25%
18-49s	63%	12%	25%
25-54s	63%	12%	25%

- **Seven News** (1.275 million). Seven News is the most-watched programme on television. Seven News wins Sydney and Melbourne. Seven News wins network – up 250,000 viewers on Nine News, a 24% audience advantage.
- **Saturday Night At The Movies: Holes** (0.935 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in the top ten programmes in all key audiences:

Demographic	Seven	Nine	Ten
Total viewers	42%	31%	27%
16-39s	36%	28%	36%
18-49s	40%	30%	30%
25-54s	42%	40%	18%

- **Saturday Night At The Movies: Alien v Predator** (0.615 million) wins in total viewers, 18-49s and 25-54s and ranks in the top ten programmes for 16-39s, 18-49s and 25-54s:

Demographic	Seven	Nine	Ten
Total viewers	39%	30%	31%
16-39s	37%	24%	39%
18-49s	40%	25%	35%
25-54s	40%	26%	34%