

9 November 2009

Seven Network Ratings Report

Week 44: 1 November – 7 November, 2009

Seven wins in primetime.

- Seven is number 1 in primetime in the current survey week for total viewers, 16-39s, 18-49s and 25-54s.
- Seven is up 24% on Nine and up 53% on Ten in total viewers. Seven is up 18% on Nine and up 3% on Ten in 16-39s. Seven is up 19% on Nine and up 21% on Ten in 18-49s. Seven is up 20% on Nine and up 35% on Ten in 25-54s.
- Seven wins Sunday in total viewers, 18-49s and 25-54s. Seven wins Monday in total viewers. Seven wins Tuesday in total viewers, 16-39s, 18-49s and 25-54s. Seven wins Wednesday in total viewers. Seven wins Thursday in 16-39s, 18-49s and 25-54s. Seven wins Friday in total viewers, 16-39s, 18-49s and 25-54s. Seven wins Saturday in total viewers, 16-39s, 18-49s and 25-54s.

Seven dominates the most-watched programmes.

- The Melbourne Cup is the #1 most-watched event on television for total viewers, 16-39s, 18-49s and 25-54s.
- Packed to the Rafters scores its highest-ever audience and is the #1 most-watched programme in primetime for total viewers, 16-39s, 18-49s and 25-54s,
- Seven scores the number 1, the top 6, 8 of the top 10 and 14 of the top 20 programmes for total viewers.
- Seven scores the number 1, 6 of the top 10 and 11 of the top 20 programmes for 25-54s. Seven scores the number 1, top 3, 6 of the top 10 and 9 of the top 20 programmes for 18-49s.
- Sunday Night wins and has more viewers than 60 Minutes. Border Security wins in total viewers, 16-39s, 18-49s and 25-54s. The Force is Sunday's #1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s. Bones wins in total viewers, 16-39s, 18-49s and 25-54s. Castle wins.
- Seven News is Monday's #1 most-watched programme. Flash Forward wins in 16-39s, 18-49s and 25-54s. Criminal Minds wins in total viewers, 18-49s and 25-54s.
- The Melbourne Cup 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. Last Chance Surgery wins in total viewers. Packed to the Rafters dominates in total viewers, 16-39s, 18-49s and 25-54s. Private Practice wins in total viewers, 16-39s, 18-49s and 25-54s.
- Border Security is Wednesday's #1 most-watched programme. Medical Emergency out-ranks Celebrity Masterchef. City Homicide wins in total viewers.



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- Beauty and the Geek is Thursday's #1 most-watched programme for 16-39s, 18-49s and 25-54s. The Amazing Race wins in 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens dominates in total viewers and all key audience demographics and is Friday's #1 most-watched programme for 18-49s and 25-54s.
- Seven News is Saturday's #1 most-watched programme for total viewers. Saturday Night At The Movies: Independence Day is Saturday's #1 most-watched programme for 16-39s, 18-49s and 25-54s.

Seven wins in news.

- Seven News (1.370 million) leads Nine News. Seven News is up 354,000 viewers on Nine News, a 35% audience advantage.

Seven wins in public affairs.

- Today Tonight (1.274 million) leads A Current Affair. Today Tonight is up 247,000 viewers on A Current Affair, a 24% audience advantage.

Seven is number 1 in breakfast television.

- Seven wins in weekend breakfast television. Weekend Sunrise is up 27% on Weekend Today in total viewers (and up 59% on Weekend Today in all viewers under 55).
- Seven wins in daily breakfast television. Sunrise is up 22% on Today in total viewers (and up 35% on Today in all viewers under 55) across 6:00-9:00am Monday-Friday. Sunrise dominates in 16-39s, 18-49s and 25-54s.

Seven is number 1 in morning television.

- Seven wins in morning television. The Morning Show is up 52% on Mornings with Kerri-Anne in total viewers (and up 103% on KAK in all viewers under 55). The Morning Show is up 225% on 9AM with David and Kim in total viewers (and up 241% on David and Kim in all viewers under 55).

Seven is number 1 in 5:30pm game shows.

- Seven wins in 5:30pm game shows. Deal or No Deal is up 19% on Millionaire Hot Seat in total viewers (and up 66% on Millionaire Hot Seat in all viewers under 55).

Seven is number 1 across the current television year.

Seven is number 1 for total viewers, 18-49s and 25-54s across primetime in the current television year.

Seven is up in audience share in 16-39s, 18-49s and 25-54s on weeks 7-45, 2008 (excluding the Olympic Games) and in total viewers leads Nine by 2.4 share points – up from a 1.6 share point advantage across 6:00pm-midnight in 2008.

Seven is number 1 in breakfast television, morning television, news and public affairs, and across the 6:00am-midnight broadcast day in the current television year.

Across 6:00am-midnight, Seven is Australia's #1 for total viewers, 18-49s and 25-54s in 2009.

Primetime Audience Demographics – Primary Channels Only

6:00pm-10:30pm Week 45, 2009 v week 45, 2008

Audience shares	Seven	Nine	Ten
All People	41.2% (40.0%)	32.4% (34.4%)	26.4% (25.6%)
16-39s	34.8% (31.5%)	30.0% (33.9%)	35.2% (34.6%)
18-49s	37.4% (34.5%)	31.3% (34.5%)	31.4% (30.9%)
25-54s	38.9% (35.6%)	32.1% (35.7%)	29.0% (28.7%)

6:00pm-10:30pm Survey Year-to-Date – excluding the Olympic Games in 2008

Audience shares	Seven	Nine	Ten
All People	37.0% (37.2%)	34.0% (35.1%)	29.0% (27.7%)
16-39s	31.6% (30.7%)	31.4% (33.0%)	27.0% (36.2%)
18-49s	33.6% (33.1%)	32.7% (34.0%)	33.7% (32.9%)
25-54s	34.6% (34.5%)	33.7% (35.0%)	31.6% (30.4%)

6:00pm-10:30pm. Three commercial channel – Seven, Nine and Ten – only shares.

6:00pm-midnight Survey Year-to-Date – excluding the Olympic Games in 2008

Audience shares	Seven	Nine	Ten
All People	36.8% (37.0%)	34.4% (35.4%)	28.8% (27.7%)
16-39s	32.4% (31.2%)	31.9% (33.5%)	35.8% (35.3%)
18-49s	34.0% (33.3%)	33.2% (34.4%)	32.8% (32.3%)
25-54s	34.8% (34.6%)	34.2% (35.4%)	31.0% (30.0%)

6:00pm-midnight. Three commercial channel – Seven, Nine and Ten – only shares.

Seven scores in the top 25 programmes in all key audiences.

Total Viewers

The Melbourne Cup – The Race	#1
Packed to the Rafters	#2
RSPCA Animal Rescue	#3
The Force	#4
Last Chance Surgery	#5
Border Security – Sunday	#6
Seven News – Monday-Friday	#9
Bones	#10
Border Security – Wednesday	#11
Seven News – Sunday	#12
Better Homes and Gardens	#13
Today Tonight	#14
Highway Patrol	#18
The Melbourne Cup – Afternoon	#19
Beauty and the Geek	#22
Sunday Night	#25

25-54s

The Melbourne Cup – The Race	#1
Packed to the Rafters	#2
Beauty and the Geek	#4
The Force	#5
Bones	#8
Flash Forward	#10
Private Practice	#11
Border Security	#13
RSPCA Animal Rescue	#14
Last Chance Surgery	#17
Criminal Minds – Monday	#19
Better Homes and Gardens	#20
Independence Day	#24

16-39s

The Melbourne Cup – The Race	#1
Packed to the Rafters	#2
Beauty and the Geek	#3
The Force	#7
Bones	#11
Border Security – Sunday	#14
Private Practice	#17
Flash Forward	#19
The Amazing Race	#25

18-49s

The Melbourne Cup – The Race	#1
Packed to the Rafters	#2
Beauty and the Geek	#3
The Force	#7
Bones	#8
Private Practice	#10
Flash Forward	#14
Border Security – Sunday	#15
RSPCA Animal Rescue	#19
Last Chance Surgery	#22

Week 45 Primetime Shares

	Network	Sydney	Melbourne
ABC:	17.6	19.6	16.0
Seven	30.7	29.2	29.8
Nine:	26.1	25.1	28.5
Ten:	20.1	20.1	20.3
SBS	5.5	6.0	5.4

Share data for ABC, 7, 9, 10 and SBS represent network (aggregate) figures. They include all viewing to the broadcasters' primary channel as well as SD and HD channels, whether the content is the same (simulcast) or different.

Week 45 Demographic Shares

Demographic	Seven	Nine	Ten
All People	40.0% (39.5%)	33.9% (34.5%)	26.1% (26.0%)
16-39s	34.9% (31.6%)	32.0% (34.2%)	33.0% (34.3%)
18-49s	37.0% (34.4%)	33.1% (34.7%)	29.9% (30.9%)
25-54s	38.2% (35.3%)	33.7% (35.9%)	28.1% (28.8%)

6:00pm-midnight – week 44, 2009 v week 44, 2008. Includes commercial multiple channels.

Week 45 Primetime Shares – Including Multi-Channelling

ABC1:	16.2
ABC2:	1.4
Seven:	29.1
7TWO:	1.7
Nine:	23.5
GO!:	2.7
Ten:	19.0
ONE:	1.1
SBS1:	5.1
SBS2:	0.4

Primetime Audience Demographics – Network Totals Including Multiple Channels

Week 45, 2009 v week 45, 2008

Audience shares	Seven	Nine	Ten
All People	40.6% (40.0%)	33.7% (34.4%)	25.8% (25.6%)
16-39s	34.4% (31.5%)	32.0% (33.9%)	33.6% (34.4%)
18-49s	36.9% (34.5%)	33.0% (34.5%)	30.1% (30.9%)
25-54s	38.3% (35.6%)	33.6% (35.7%)	28.1% (28.7%)

Survey Year-to-Date – excluding the Olympic Games in 2008

Audience shares	Seven	Nine	Ten
All People	36.4% (37.2%)	34.1% (35.1%)	29.5% (27.7%)
16-39s	30.9% (30.7%)	31.7% (33.0%)	37.4% (36.2%)
18-49s	32.9% (33.1%)	33.0% (34.0%)	34.1% (32.9%)
25-54s	33.9% (34.5%)	33.9% (35.0%)	32.1% (30.4%)

Survey Year-to-Date - including the Olympic Games in 2008

Audience shares	Seven	Nine	Ten
All People	36.4% (38.3%)	34.1% (34.4%)	29.5% (27.2%)
16-39s	30.9% (31.9%)	31.7% (32.3%)	37.4% (35.8%)
18-49s	32.9% (34.3%)	33.0% (33.3%)	34.1% (32.4%)
25-54s	33.9% (35.8%)	33.9% (34.3%)	32.1% (29.9%)

6:00pm-10:30pm share data for ABC, 7, 9, 10 and SBS includes multiple channels, including 7TWO, Go! and One.

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

Primetime Programming Analysis

Share data analysis for individual programmes includes multiple channels on all five free-to-air networks

Sunday

- Seven wins in news.
- Seven wins primetime on primary channels: number 1 in primetime for total viewers, 18-49s and 25-54s.
- Seven is up 36% on Nine and up 57% on Ten in total viewers. Seven is up 24% on Nine in 16-39s. Seven is up 23% on Nine and up 9% on Ten in 18-49s. Seven is up 19% on Nine and up 21% on Ten in 25-54s.
- **Multi-Channels**
 - Seven and 7TWO win primetime on combined audiences: number 1 for total viewers, 18-49s and 25-54s.
 - Seven-7TWO is up 21% on Nine-Go and up 50% on Ten-One in total viewers. Seven-7TWO is up 6% on Nine-Go in 16-39s. Seven-7TWO is up 7% on Nine-Go and up 8% on Ten-One in 18-49s. Seven-7TWO is up 6% on Nine-Go and up 18% on Ten-One in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 27% on Weekend Today in total viewers (and up 59% on Weekend Today in all viewers under 55).
- Seven dominates the most-watched programmes:

All People		25-54s	
The Force	#1	The Force	#1
Border Security	#2	Bones	#2
Bones	#3	Border Security	#3
Seven News	#4	Seven News	#6
Sunday Night	#5	Castle	#7
Castle	#8		

16-39s		18-49s	
The Force	#1	The Force	#1
Bones	#2	Bones	#2
Border Security	#3	Border Security	#3
Castle	#9	Castle	#7
Sunday Night	#10	Seven News	#10
- **Seven News** (1.327 million). Seven News wins Sydney and Melbourne. Seven News wins network – up 288,000 viewers on Nine News, a 28% audience advantage.
- **Sunday Night** (1.187 million):
 - wins its timeslot: up 30% on 20 to 1 and up 99% on Electric Dreams.
 - delivers 219,000 more viewers than 60 Minutes and ranks in the top 10 programmes for total viewers and 16-39s: 29 share in all people.
- **Border Security** (1.433 million):
 - wins in total viewers, 16-39s, 18-49s and 25-54s (and is up 47% on 60 Minutes and up 51% on Australian Idol in total viewers).
 - ranks only behind The Force as the most-watched programme for total viewers on Sunday: 30 share in all people, 29 share in 16-39s, 29 share in 18-49s and 29 share in 25-54s.

- **The Force** (1.528 million):
 - Sunday's #1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s (and is up 58% on 60 Minutes and up 61% on Australian Idol in total viewers).
 - wins in total viewers, 16-39s, 18-49s and 25-54s: 31 share in all people, 31 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.
- **Bones** (1.356 million):
 - ranks only behind The Force as Sunday's #1 most-watched programme for 16-39s, 18-49s and 25-54s.
 - wins in total viewers (up 111% on Conspiracy and up 45% on Australian Idol), and in 16-39s, 18-49s and 25-54s: 31 share in all people, 30 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.
- **Castle** (0.939 million) wins in total viewers (up 47% on Conspiracy and up 27% on Rove) and in 25-54s, and ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s - 28 share in all people, 27 share in 18-49s and 27 share in 25-54s.

Monday

- Seven wins in news and public affairs.
- Seven wins in primetime in primary channels: number 1 for total viewers.
- Seven is up 1% on Nine and up 60% on Ten in total viewers. Seven is up 3% on Ten in 16-39s. Seven is up 23% on Ten in 18-49s. Seven is up 37% on Ten in 25-54s.
- **Multi-Channels**
 - Seven and 7TWO lead Ten-One in all key audiences.
 - Seven-7TWO is up 59% on Ten-One in total viewers, up 3% on Ten-One in 16-39s, up 24% on Ten-One in 18-49s and up 38% on Ten-One in 25-54s.
- Seven wins in breakfast television. Sunrise is up 28% on Today in total viewers (and up 43% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 56% on Mornings with Kerri-Anne in total viewers (and up 100% on KAK in all viewers under 55). The Morning Show is up 328% on 9AM with David and Kim (and up 371% on David and Kim in all viewers under 55).
- Seven dominates the most-watched programmes:

All People		25-54s	
Seven News	#1	Flash Forward	#3
Today Tonight	#3	Criminal Minds	#5
Highway Patrol	#5	Seven News	#7
Home and Away	#7	Highway Patrol	#8
Destroyed in Seconds	#8	Today Tonight	#9
		Destroyed in Seconds	#10
16-39s		18-49s	
Flash Forward	#4	Flash Forward	#3
Criminal Minds	#8	Criminal Minds	#6
		Highway Patrol	#8
		Destroyed in Seconds	#10

- **Deal or No Deal** (0.659 million) is up 88,000 viewers on Millionaire Hot Seat, a 15% audience advantage.
- **Seven News** (1.441 million). Seven News is the most-watched programme on television on Monday. Seven News wins Sydney and Melbourne. Seven News wins network – up 371,000 viewers on Nine News, a 35% audience advantage.
- **Today Tonight** (1.300 million). Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 300,000 viewers on A Current Affair, a 30% audience advantage.
- **Home and Away** (1.123 million) is up 5% on Two and a Half Men and up 60% on The 7PM Project – 26 share in all people, 25 share in 18-49s and 25 share in 25-54s.
- **Highway Patrol** (1.237 million) is up 98% on Jamie Oliver and ranks in the top 10 programmes for total viewers, 18-49s and 25-54s – 26 share in all people.
- **Destroyed in Seconds** (1.074 million) is up 72% on Jamie Oliver and ranks in the top 10 programmes for total viewers, 18-49s and 25-54s.
- **Flash Forward** (1.056 million):
 - wins in 16-39s, 18-49s and 25-54s.
 - one of the top three most-watched programmes for 18-49s and 25-54s on Monday: 25 share in all people, 26 share in 18-49s and 27 share in 25-54s.
- **Criminal Minds** (1.059 million):
 - wins in total viewers, 18-49s and 25-54s.
 - ranks in the top 10 programmes in all key audience demographics: 31 share in all people, 26 share in 16-39s, 28 share in 18-49s and 31 share in 25-54s.

Tuesday

- Seven wins in news and public affairs.
- Seven wins in primetime in primary channels: number 1 for total viewers, 16-39s, 18-49s and 25-54s.
- Seven is up 55% on Nine and up 65% on Ten in total viewers. Seven is up 16% on Nine and up 8% on Ten in 16-39s. Seven is up 29% on Nine and up 28% on Ten in 18-49s. Seven is up 31% on Nine and up 45% on Ten in 25-54s.
- **Multi-Channels**
 - Seven and 7TWO win primetime on combined audiences: number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven-7TWO is up 45% on Nine-Go and up 67% on Ten-One in total viewers. Seven-7TWO is up 12% on Nine-Go and up 14% on Ten-One in 16-39s. Seven-7TWO is up 22% on Nine-Go and up 34% on Ten-One in 18-49s. Seven is up 24% on Nine-Go and up 50% on Ten-One.
- Sunrise pre-empted in Perth and time-shifted in Brisbane and The Morning Show pre-empted in all markets to accommodate Melbourne Cup coverage.

The Melbourne Cup on Seven.

The Melbourne Cup's 2.673 million in-home viewers in the five major metropolitan markets is the race's biggest audience since the introduction of the new ratings system in 2001.

- Seven dominates the most-watched programmes:

All People		25-54s	
The Melbourne Cup	#1	Packed to the Rafters	#1
Packed to the Rafters	#2	The Melbourne Cup	#2
Seven News	#3	Private Practice	#3
RSPCA Animal Rescue	#4	RSPCA Animal Rescue	#5
Today Tonight	#5	Seven News	#7
Last Chance Surgery	#6	Last Chance Surgery	#8
Home and Away	#8	Today Tonight	#9
The Melbourne Cup – PM	#9		
16-39s		18-49s	
The Melbourne Cup	#1	The Melbourne Cup	#1
Packed to the Rafters	#2	Packed to the Rafters	#2
Private Practice	#7	Private Practice	#4
		Seven News	#7
		Today Tonight	#8
		RSPCA Animal Rescue	#10

- **Deal or No Deal** (0.897 million) is up 340,000 viewers on Millionaire Hot Seat, a 61% audience advantage.
- **Seven News** (1.682 million). Seven News wins Sydney and Melbourne. Seven News wins network – up 697,000 viewers on Nine News, a 71% audience advantage.
- **Today Tonight** (1.564 million). Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 553,000 viewers on A Current Affair, a 55% audience advantage.
- **Home and Away** (1.226 million) leads Two and a Half Men and is up 60% on The 7PM Project – 26 share in all people, 25 share in 18-49s and 25 share in 25-54s.
- **RSPCA Animal Rescue** (1.583 million):
 - wins its timeslot in total viewers and 25-54s (up 31% on 20 to 1 and up 72% on The Simpsons in total viewers).
 - ranks in the top 10 programmes for total viewers, 18-49s and 25-54s: 32 share in all people, 27 share in 18-49s and 29 share in 25-54s.
- **Last Chance Surgery** (1.514 million):
 - wins its timeslot: up 26% on 20 to 1 and up 47% on The Simpsons.
 - ranks in the top 10 programmes for total viewers and 25-54s: 30 share in all people and 26 share in 25-54s.

- **Packed to the Rafters** (2.072 million):
 - Tuesday's #1 programme in primetime for total viewers, 16-39s, 18-49s and 25-54s.
 - scores best-ever audience and dominates in total viewers, 16-39s, 18-49s and 25-54s: 40 share in total viewers, 36 share in 16-39s, 38 share in 18-49s and 38 share in 25-54s.
- **Private Practice** (1.150 million):
 - wins in total viewers, 16-39s, 18-49s and 25-54s.
 - ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s: 32 share in all people, 30 share in 16-39s, 32 share in 18-49s and 33 share in 25-54s.

Wednesday

- Seven wins in news and public affairs.
- Seven wins in primetime: number 1 for total viewers.
- Seven is up 23% on Nine and up 16% on Ten in total viewers. Seven is up 4% on Nine in 16-39s. Seven is up 8% on Nine in 18-49s. Seven is up 5% on Nine in 25-54s.
- **Multi-Channels**
 - Seven and 7TWO win primetime on combined audiences: number 1 in total viewers.
 - Seven is up 20% on Nine-Go and up 19% on Ten-One in total viewers. Seven-7TWO leads Nine-Go in all key demographics. Seven-7TWO is up 2% on Nine-Go in 16-39s, up 6% on Nine-Go in 18-49s and up 7% on Nine-Go in 25-54s.
- Seven wins in breakfast television. Sunrise is up 28% on Today in total viewers (and up 40% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 55% on Mornings with Kerri-Anne in total viewers (and up 126% on KAK in all viewers under 55). The Morning Show is up 188% on 9AM with David and Kim in total viewers (and up 173% on David and Kim in all viewers under 55).
- Seven dominates the most-watched programmes:

All People		25-54s	
Border Security	#1	Border Security	#6
Seven News	#2	Medical Emergency	#7
Today Tonight	#3	City Homicide	#8
Medical Emergency	#4	Today Tonight	#9
City Homicide	#8	Home and Away	#10
Home and Away	#9		
16-39s		18-49s	
Border Security	#9	Border Security	#6
		Medical Emergency	#7
		City Homicide	#8
		Home and Away	#9

- **Deal or No Deal** (0.647 million) is up 78,000 viewers on Millionaire Hot Seat, a 14% audience advantage.
- **Seven News** (1.314 million). Seven News wins Sydney and Melbourne. Seven News wins network – up 257,000 viewers on Nine News, a 24% audience advantage.
- **Today Tonight** (1.286 million). Today Tonight wins Sydney. Today Tonight wins network – up 210,000 viewers on A Current Affair, a 20% audience advantage.
- **Home and Away** (1.121 million) is up 53% on The 7PM Project – 25 share in all people and 25 share in 25-54s.
- **Border Security** (1.345 million):
 - Wednesday's #1 most-watched programme.
 - ranks in the top 10 programmes for 16-39s, 18-49s and 25-54s: 28 share in all people and 25 share in 25-54s.
- **Medical Emergency** (1.253 million) is up 43% on Money for Jam and out-ranks Celebrity Masterchef – 26 share in all people.
- **City Homicide** (1.161 million) wins its timeslot (and is up 36% on RPA) and ranks in the top 10 programmes for total viewers, 18-49s and 25-54s – 26 share in all people.

Thursday

- Seven wins in news and public affairs.
- Seven wins primetime in 16-39s, 18-49s and 25-54s.
- Seven is up 42% on Nine and up 24% on Ten in 16-39s. Seven is up 23% on Nine and up 30% on Ten in 18-49s. Seven is up 14% on Nine and up 32% on Ten in 25-54s. Seven is up 37% on Ten in total viewers.
- **Multi-Channels**
 - Seven and 7TWO win primetime in key demographics on combined audiences: number 1 for 16-39s, 18-49s and 25-54s.
 - Seven-7TWO is up 32% on Nine-Go and up 20% on Ten-One in 16-39s. Seven is up 18% on Nine-Go and up 28% on Ten-One in 18-49s. Seven is up 10% on Nine-Go and up 31% on Ten-One in 25-54s.
- Seven wins in breakfast television. Sunrise is up 21% on Today in total viewers (and up 43% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show – not broadcast in Perth - is up 90% on Mornings with Kerri-Anne in total viewers (and up 155% on KAK in all viewers under 55). The Morning Show is up 258% on 9AM with David and Kim in total viewers (and up 276% on David and Kim in all viewers under 55).

- Seven dominates the most-watched programmes:

All People		25-54s	
Seven News	#2	Beauty and the Geek	#1
Beauty and the Geek	#3	The Amazing Race	#4
Today Tonight	#4	Home and Away	#9
Home and Away	#8	Ghost Whisperer	#10
16-39s		18-49s	
Beauty and the Geek	#1	Beauty and the Geek	#1
The Amazing Race	#3	The Amazing Race	#4
Family Guy	#7	Ghost Whisperer	#8
Home and Away	#8	Home and Away	#10

- **Deal or No Deal** (0.597 million) is up 37,000 viewers on Millionaire Hot Seat, a 7% audience advantage.
- **Seven News** (1.217 million). Seven News wins Sydney and Melbourne. Seven News wins network – up 200,000 viewers on Nine News, a 20% audience advantage.
- **Today Tonight** (1.176 million). Today Tonight wins Sydney. Today Tonight wins network – up 119,000 viewers on A Current Affair, an 11% audience advantage.
- **Home and Away** (1.050 million) is up 82% on The 7PM Project – 26 share in all people, 25 share in 18-49s and 25 share in 25-54s.
- **Beauty and the Geek** (1.211 million):
 - Thursday's #1 most-watched programme for 16-39s, 18-49s and 25-54s.
 - wins in total viewers, 16-39s, 18-49s and 25-54s: 29 share in all people, 42 share in 16-39s, 38 share in 18-49s and 33 share in 25-54s.
- **The Amazing Race** (0.761 million) wins in 16-39s, 18-49s and 25-54s and ranks in the top 10 programmes in all key demographics – 32 share in 16-39s, 29 share in 18-49s and 28 share in 25-54s.

Friday

- Seven wins in news and public affairs.
- Seven wins in primetime: number 1 in total viewers, 16-39s, 18-49s and 25-54s.
- Seven is up 25% on Nine and up 61% on Ten in total viewers. Seven is up 17% on Nine in 16-39s. Seven is up 17% on Nine and up 18% on Ten in 18-49s. Seven is up 21% on Nine and up 37% on Ten in 25-54s.
- **Multi-Channels**
 - Seven and 7TWO win primetime on combined audiences: number 1 in total viewers, 18-49s and 25-54s.
 - Seven-7TWO is up 12% on Nine-Go and up 62% on Ten-One in total viewers. Seven-7TWO is up 3% on Nine-Go in 16-39s. Seven-7TWO is up 3% on Nine-Go and up 22% on Ten-One in 18-49s. Seven-7TWO is up 7% on Nine-Go and up 40% on Ten-One in 25-54s.
- Seven wins in breakfast television. Sunrise is up 14% on Today in total viewers (and up 28% on Today in all viewers under 55) across 6:00-9:00am.
- Seven wins in morning television. The Morning Show is up 96% on Mornings with Kerri-Anne in total viewers (and up 180% on KAK in all viewers under 55). The Morning Show is up 363% on 9AM with David and Kim in total viewers (and up 389% on David and Kim in all viewers under 55).

- Seven dominates the most-watched programmes:

All People		25-54s	
Better Homes and Gardens	#2	Better Homes and Gardens	#1
Seven News	#3	War of the Worlds	#3
Today Tonight	#4	Home and Away	#5
Home and Away	#5	Seven News	#6
16-39s		18-49s	
Better Homes and Gardens	#2	Better Homes and Gardens	#1
War of the Worlds	#5	War of the Worlds	#3
Home and Away	#6	Home and Away	#5
		Seven News	#7

- **Deal or No Deal** (0.552 million) leads Millionaire Hot Seat.
- **Seven News** (1.194 million). Seven News wins Sydney and Melbourne. Seven News wins network – up 254,000 viewers on Nine News, a 27% audience advantage.
- **Today Tonight** (1.045 million). Today Tonight wins Sydney and Melbourne. Today Tonight wins network – up 64,000 viewers on A Current Affair, a 6% audience advantage.
- **Home and Away** (1.000 million) leads Two and a Half Men and is up 76% on The 7PM Project: 27 share in all people, 28 share in 16-39s, 29 share in 18-49s and 27 share in 25-54s.
- **Better Homes and Gardens** (1.297 million):
 - Friday's #1 most-watched programme for total viewers, 18-49s and 25-54s and one of the top two most-watched programmes for 16-39s.
 - wins in all key audience demographics: 34 share in all people, 29 share in 16-39s, 32 share in 18-49s and 34 share in 25-54s.
- **Friday Night At The Movies: War of the Worlds** (0.731 million) is one of the top three most-watched programmes for 18-49s and 25-54s on Friday and wins in 18-49s and 25-54s: 25 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.

Saturday

- Seven wins in news.
- Seven wins in primetime on primary channels: number 1 for total viewers, 16-39s, 18-49s and 25-54s.
- Seven is up 41% on Nine and up 97% on Ten in total viewers. Seven is up 35% on Nine and up 84% on Ten in 16-39s. Seven is up 50% on Nine and up 99% on Ten in 18-49s. Seven is up 67% on Nine and up 118% on Ten in 25-54s.
- **Multi-Channels**
 - Seven and 7TWO win primetime on combined audiences: number 1 in total viewers, 16-39s, 18-49s and 25-54s.
 - Seven-7TWO is up 39% on Nine-Go and up 99% on Ten-One in total viewers. Seven -7TWO is up 29% on Nine-Go and up 85% on Ten-One in 16-49s. Seven -7TWO is up 45% on Nine-Go and up 100% on Ten-One in 18-49s. Seven-7TWO is up 62% on Nine-Go and up 117% on Ten-One in 25-54s.

- Seven dominates the most-watched programmes:

All People		25-54s	
Seven News	#1	Independence Day	#1
Independence Day	#2	Seven News	#3
		The Day After Tomorrow	#5
16-39s		18-49s	
Independence Day	#1	Independence Day	#1
Seven News	#4	Seven News	#2
		The Day After Tomorrow	#7

- **Seven News** (1.182 million). Seven News is the most-watched programme on television on Saturday. Seven News wins Sydney. Seven News wins network – up 229,000 viewers on Nine News, a 24% audience advantage.
- **Saturday Night At The Movies: Independence Day** (0.966 million):
 - wins in total viewers, 16-39s, 18-49s and 25-54s: 28 share in all people, 33 share in 16-39s, 35 share in 18-49s and 35 share in 25-54s.
 - Saturday's #1 most-watched programme for 16-39s, 18-49s and 25-54s and ranks only behind Seven News as the most-watched programme for total viewers.