



Seven wins summer

More Australians watched Seven across summer than any other network.

Seven dominated summer television – leading in primetime in total viewers, 18-49s and 18-54s and delivering growth in audience share in all key demographics.

Seven won 7 of the 10 summer weeks in primetime – including the final week of the summer television season overwhelming one day cricket and the new ratings season launch episodes of a number of new programmes on the Nine and Ten Networks.

Seven also led primetime on more nights through summer than any other network – with 43 outright nightly wins and a tie for a leadership on another night.

Seven completed the summer season with audience shares up in primetime and overall on last summer in total viewers, 16-39s, 18-49s, 18-54s and 25-54s. Nine was down across all key audiences.

Primetime Audience Demographics

Week 49, 2007 – week 6, 2008

Audience shares	Seven	Nine	Ten
All People	38.1% (36.0%)	34.7% (38.8%)	27.2% (25.2%)
16-39s	31.3% (30.9%)	31.3% (35.1%)	37.4% (34.0%)
18-49s	33.6% (32.5%)	33.0% (36.8%)	33.5% (30.7%)
18-54s	34.3% (33.5%)	33.9% (37.3%)	31.8% (29.1%)
25-54s	34.8% (34.2%)	34.9% (38.2%)	30.2% (27.6%)

6:00pm-10:30pm, 2008 v 2007

Seven News and Today Tonight outpointed Nine News and A Current Affair across summer.

Seven dominated the most-watched programmes across summer – with the Men's Final of the Australian Open ranking as the number 1 programme. Seven scored 3 of the top 5 and 10 of the top 20 most-watched events on television, with The Australian Open dominating television in January.

Top rating events in summer

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1.	Tennis: Australian Open – Men’s Final	Seven	2.447
2.	Tennis: Australian Open – Men’s Final: Presentation	Seven	2.207
3.	Cricket: Twenty/20 – Australia v India	Nine	2.077
4.	So You Think You Can Dance: Audition 1	Ten	1.830
5.	Tennis: Australian Open – Day 8 Primetime	Seven	1.664
6.	Carols by Candlelight	Nine	1.662
7.	So You Think You Can Dance: Audition 3	Ten	1.641
8.	Cricket: Twenty/20 – Australia v New Zealand	Nine	1.635
9.	So You Think You Can Dance: Audition 2	Ten	1.620
10.	Spicks and Specks: A Very Specky Christmas	ABC	1.601
11.	Tennis: Australian Open – Day 7 Primetime	Seven	1.475
12.	Tennis: Australian Open – Day 12 Primetime	Seven	1.430
13.	Tennis: Australian Open – Day 6 Primetime	Seven	1.425
14.	The Vicar of Dibley: Wedding Specials	ABC	1.418
15.	Tennis: Australian Open – Day 11 Primetime	Seven	1.338
16.	Tennis: Australian Open – Men’s Final: Preview	Seven	1.335
17.	The Biggest Loser – Launch Episode	Ten	1.285
18.	Tennis: Australian Open – Day 10 Primetime	Seven	1.283
19.	Movie: The Santa Clause 2	Seven	1.273
20.	One Day Cricket: Australia v India Primetime	Nine	1.239

Top-rating regular programmes

Regular series average audience across multiple broadcasts (does not include single episode audience figures)

1.	Seven News – Sunday	Seven	1.332
2.	National Nine News – Sunday	Nine	1.272
3.	Seven News – Monday-Friday	Seven	1.253
4.	20 to 1	Nine	1.249
5.	National Nine News – Monday-Friday	Nine	1.200
6.	Today Tonight	Seven	1.186
7.	National Nine News – Saturday	Nine	1.170
8.	Borderline	Seven	1.162
9.	Seven News – Saturday	Seven	1.150
10.	Coastwatch	Seven	1.139

11.	ABC News – Monday-Friday	ABC	1.120
12.	A Touch of Frost	Seven	1.108
13.	Bones	Seven	1.104
14.	Air Crash Investigations	Seven	1.101
15.	A Current Affair	Nine	1.097
16.	Ramsay's Kitchen Nightmares	Nine	1.088
17.	CSI: Crime Scene Investigation	Nine	1.085
18.	The Brief	ABC	1.053
19.	NCIS	Ten	1.052
20.	Cold Case	Nine	1.031