



## **AFL Grand Final on Seven dominates.**

**Peak of 5.1 million, 4.1 million average and reaching 6 million across Australia.**

Seven's coverage of the 2012 AFL Grand Final dominates moving to the top position for sport events on television in 2012.

A peak national audience of 5,084,000 tuned into the closing stages of the match, with an average national audience including regionals of 4,053,000.

### **Top-Rating One-off Sport Events, 5 City Metro, Weeks 1-39, 2012 ('million)**

SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	7	29/09/2012	3,196,000
SEVEN'S AFL: GRAND FINAL: HAWTHORN V SYDNEY	7	29/09/2012	2,937,000
STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 3RD - MATCH	9	4/07/2012	2,694,000
STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 1ST - MATCH	9	23/05/2012	2,532,000
STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 2ND - MATCH	9	13/06/2012	2,512,000

More than 6 million Australians watched all or part of Seven's AFL Grand Final coverage.

Melbourne average audience for Grand Final was 1,331,000 with a peak audience of 1,574,000.

AFL Game Day peaks with 639,000 viewers, Preview peaks at 1.6 million viewers (with 52% FTA audience share), the pre-match entertainment peaks at 2.5 million (73% FTA audience share), the match peaks at 5.1 million (85% audience share), presentation peaks at 5.0 million (82% FTA audience share) and post-match with peak of 4.0 million (65% FTA audience share).

<b>2012 AFL Grand Final</b>		
Total Individuals - National (combined 5 City Metro and Regional)		
<b>Average Audience</b>	<b>National</b>	<b>5 City Metro</b>
SEVEN'S AFL: GRAND FINAL: GAME DAY	400,000	258,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	873,000	598,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	1,913,000	1,355,000
SEVEN'S AFL: ON THE GROUND	2,559,000	1,931,000
SEVEN'S AFL: GRAND FINAL: HAWTHORN V SYDNEY	4,053,000	2,937,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	4,257,000	3,196,000
SEVEN'S AFL: GRAND FINAL: POST-MATCH	3,172,000	2,349,000

<b>Audience Reach</b>	<b>National</b>	<b>5 City Metro</b>
SEVEN'S AFL: GRAND FINAL: GAME DAY	1,001,000	683,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	2,120,000	1,512,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	2,643,000	1,889,000
SEVEN'S AFL: ON THE GROUND	2,766,000	2,099,000
SEVEN'S AFL: GRAND FINAL: HAWTHORN V SYDNEY	6,096,000	4,325,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	4,883,000	3,675,000
SEVEN'S AFL: GRAND FINAL: POST-MATCH	4,165,000	3,113,000

<b>Peak (minute) Audience</b>	<b>National</b>	<b>5 City Metro</b>
SEVEN'S AFL: GRAND FINAL: GAME DAY	639,000	378,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	1,601,000	1,105,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	2,474,000	1,737,000
SEVEN'S AFL: ON THE GROUND	2,856,000	2,125,000
SEVEN'S AFL: GRAND FINAL: HAWTHORN V SYDNEY	5,084,000	3,624,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	4,954,000	3,674,000
SEVEN'S AFL: GRAND FINAL: POST-MATCH	3,967,000	2,938,000

<b>Shares – FTA Shares (FTA Networks)</b>	<b>National</b>	<b>5 City Metro</b>
SEVEN'S AFL: GRAND FINAL: GAME DAY	n/a	24.60%
SEVEN'S AFL: GRAND FINAL: PREVIEW	n/a	52.00%
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	n/a	72.50%
SEVEN'S AFL: ON THE GROUND	n/a	80.20%
SEVEN'S AFL: GRAND FINAL: HAWTHORN V SYDNEY	n/a	85.20%
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	n/a	81.70%
SEVEN'S AFL: GRAND FINAL: POST-MATCH	n/a	64.90%

<b>Shares – Commercial 3 Station Shares (Primary Channels)</b>	<b>National</b>	<b>5 City Metro</b>
SEVEN'S AFL: GRAND FINAL: GAME DAY	n/a	49.30%
SEVEN'S AFL: GRAND FINAL: PREVIEW	n/a	82.90%
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	n/a	93.70%
SEVEN'S AFL: ON THE GROUND	n/a	94.90%
SEVEN'S AFL: GRAND FINAL: HAWTHORN V SYDNEY	n/a	96.70%
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	n/a	92.00%
SEVEN'S AFL: GRAND FINAL: POST-MATCH	n/a	80.50%

<b>Shares – Commercial FTA Shares (Primary and Digital)</b>	<b>National</b>	<b>5 City Metro</b>
SEVEN'S AFL: GRAND FINAL: GAME DAY	n/a	34.90%
SEVEN'S AFL: GRAND FINAL: PREVIEW	n/a	63.60%
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	n/a	80.20%
SEVEN'S AFL: ON THE GROUND	n/a	86.20%
SEVEN'S AFL: GRAND FINAL: HAWTHORN V SYDNEY	n/a	90.70%
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	n/a	86.80%
SEVEN'S AFL: GRAND FINAL: POST-MATCH	n/a	72.50%

<b>Individual Cities – Average Audience</b>	<b>Syd</b>	<b>Melb</b>	<b>Bris</b>	<b>Adel</b>	<b>Perth</b>
SEVEN'S AFL: GRAND FINAL: GAME DAY	56,000	108,000	29,000	41,000	25,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	83,000	342,000	60,000	60,000	53,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENT.	208,000	758,000	126,000	124,000	140,000
SEVEN'S AFL: ON THE GROUND	336,000	1,015,000	167,000	182,000	232,000
SEVEN'S AFL: GRAND FINAL: HAW V SYD	609,000	1,331,000	295,000	309,000	393,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	740,000	1,406,000	313,000	338,000	399,000
SEVEN'S AFL: GRAND FINAL: POST-MATCH	585,000	1,081,000	235,000	192,000	256,000

<b>Individual Cities – Peak Audience</b>	<b>Syd</b>	<b>Melb</b>	<b>Bris</b>	<b>Adel</b>	<b>Perth</b>
SEVEN'S AFL: GRAND FINAL: GAME DAY	81,000	138,000	63,000	55,000	40,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	158,000	640,000	98,000	106,000	103,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENT.	302,000	925,000	159,000	151,000	199,000
SEVEN'S AFL: ON THE GROUND	387,000	1,083,000	194,000	209,000	251,000
SEVEN'S AFL: GRAND FINAL: HAW V SYD	795,000	1,574,000	402,000	386,000	467,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	829,000	1,605,000	393,000	393,000	454,000
SEVEN'S AFL: GRAND FINAL: POST-MATCH	701,000	1,305,000	279,000	295,000	358,000

SOURCE: OZTAM AND REGTAM. NATIONAL RESULTS: 5 CITY METRO + REGIONAL. AFL GRAND FINAL TELECASTS: SATURDAY 29/9/12. PRELIMINARY DATA AS AT 30/09/12. EST TIMES: GAME DAY 0900-1100, PREVIEW 1100-1330, PRE-MATCH ENTERTAINMENT 1330-1415, ON THE GROUND 1415-1430, GRAND FINAL 1430-1710, PRESENTATIONS 1710-1730 AND POST-MATCH 1730-1800. 'MORE THAN 6 MILLION AUSTRALIANS' BASED ON NATIONAL AUDIENCE REACH (5 CONSECUTIVE MINUTES OF TELECAST VIEWED). SHARE: FTA SHARES (ALL FTA NETWORKS: ABC1, ABC2, ABC3, ABC NEWS 24, SEVEN, 7TWO, 7MATE, NINE, GO!, GEM, TEN, ONE, ELEVEN, SBS ONE AND SBS TWO), COMMERCIAL 3 STATION SHARES (PRIMARY CHANNELS: SEVEN, NINE AND TEN) AND COMMERCIAL FTA SHARES (PRIMARY AND DIGITALS). DATA: PRIOR 22/09/12 CONSOLIDATED (LIVE + AS LIVE + TSV) AND FROM 22/09/12 OVERNIGHT (LIVE + AS LIVE).