

27 April 2015

Seven Network Ratings Report

Week 17: 19 April – 25 April 2015

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.

Seven wins in primetime on digital channels.

- 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.

Seven wins in breakfast television.

- Sunrise is up 15% on Today in total viewers.

Seven wins in morning television.

- The Morning is up 32% on Mornings in total viewers.

Seven dominates the most-watched programmes:

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules – Wednesday | 2.204 million |
| - My Kitchen Rules – Monday | 2.176 million |
| - My Kitchen Rules – Tuesday | 2.111 million |
| - Seven News – Sunday | 2.100 million |
| - My Kitchen Rules – Sunday | 1.953 million |
| - Seven News – Saturday | 1.676 million |
| - The Water Diviner | 1.352 million |
| - Seven News | 1.347 million |
| - Home and Away | 1.309 million |
| - Criminal Minds | 1.294 million |
| - Better Homes and Gardens | 1.207 million |

Metropolitan and Regional Combined Audiences



Seven deliver across the week.

- AFL on Seven: Sunday Afternoon Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- My Kitchen Rules peaks at 1.656 million, wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.841 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Monday Night At The Movies: World Television Premiere: The Water Diviner peaks at 1.324 million and wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.751 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Tuesday Night At The Movies: Iron Man 3 wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.864 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Criminal Minds – Episode 1 wins in total viewers, 16-39s, 18-49s and 25-54s.
- Criminal Minds – Episode 2 wins in total viewers, 16-39s, 18-49s and 25-54s.
- AFL on Seven: Friday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s in its primetime broadcast markets on Seven.
- AFL on Seven: Anzac Day Football dominates in total viewers, 16-39s, 18-49s and 25-54s across Saturday afternoon.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

Primetime audience demographics for primary channels

6:00pm-midnight Week 17, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	24.2%	20.6%	10.8%	13.0%	4.5%
16-39s	24.4%	23.2%	12.9%	5.6%	2.8%
18-49s	24.2%	23.4%	13.2%	6.5%	3.5%
25-54s	24.2%	23.4%	13.0%	7.4%	3.7%

Primetime audience demographics for digital channels

6:00pm-midnight Week 17, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.2%	1.6%	1.8%	2.1%
7mate	3.9%	5.9%	5.5%	5.1%
GO!	4.3%	5.9%	5.4%	5.0%
Gem	3.2%	2.5%	2.5%	2.6%
One:	2.6%	3.3%	3.3%	3.4%
Eleven	3.2%	3.7%	5.0%	4.5%
ABC2:	2.6%	3.4%	2.9%	2.7%
ABC3	0.5%	0.4%	0.4%	0.4%
ABC News 24	1.1%	0.8%	0.9%	1.0%
SBS2	1.1%	1.7%	1.6%	1.5%
NITV	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 17, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	32.2%	28.1%	16.6%	17.3%	5.8%
16-39s	31.8%	31.5%	21.9%	10.2%	4.5%
18-49s	31.4%	31.2%	21.5%	10.7%	5.1%
25-54s	31.4%	31.0%	20.8%	11.5%	5.3%

FTA Channels and Total TV

Copyright Ozdam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live).

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate leads Nine + Go + Gem and is up 94% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	My Kitchen Rules	#3
My Kitchen Rules	#2	Seven News	#6
Sunday Night	#8	Sunday Night	#10
16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#4
Seven News	#7	Seven News	#6

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (1.457 million). Seven News wins network – up 174,000 viewers on Nine News, a 14% audience advantage.
- **My Kitchen Rules** (1.360 million) peaks at 1.656 million, wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 28 share in 16-39s, 28 share in 18-49s and 29 share in 25-54s.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 33% on Nine and up 175% on Ten in total viewers.
 - Seven is up 28% on Nine and up 142% on Ten in 16-39s. Seven is up 21% on Nine and up 119% on Ten in 18-49s. Seven is up 17% on Nine and up 123% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
 - 7mate is the most-watched digital channel for 18-49s and 25-54s.

- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 28% on Nine (Nine + Go + Gem) and up 124% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 19% on Nine and up 68% on Ten in 16-39s. Seven is up 19% on Nine and up 64% on Ten in 18-49s. Seven is up 15% on Nine and up 67% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show is up 36% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#4	The Water Diviner	#8
Seven News- Today Tonight	#7	Seven News	#9
The Water Diviner	#10	Seven News – Today Tonight	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#6	The Water Diviner	#6
The Water Diviner	#7	Seven News	#9
Seven News	#10		

- **My Kitchen Rules** (1.491 million) peaks at 1.841 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 36 share in 16-39s, 33 share in 18-49s and 33 share in 25-54s.
- **Monday Night At The Movies: World Television Premiere: The Water Diviner** (0.868 million) peaks at 1.324 million and wins in total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 27 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 14% on Nine and up 91% on Ten in total viewers.
 - Seven is up 21% on Nine and up 115% on Ten in 16-39s. Seven is up 16% on Nine and up 98% on Ten in 18-49s. Seven is up 14% on Nine and up 96% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 8% on Nine (Nine + Go + Gem) and up 69% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 12% on Nine and up 68% on Ten in 16-39s. Seven is up 9% on Nine and up 54% on Ten in 18-49s. Seven is up 10% on Nine and up 57% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#4	Home and Away	#8
Seven News – Today Tonight	#7	Seven News – Today Tonight	#9
Home and Away	#9	Seven News	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#5	Home and Away	#8
Iron Man 3	#6	Iron Man 3	#9
		Seven News – Today Tonight	#10

- **My Kitchen Rules** (1.457 million) peaks at 1.751 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 35 share in 16-39s, 33 share in 18-49s and 33 share in 25-54s.
- **Tuesday Night At The Movies: Iron Man 3** (0.535 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 29 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 32% on Nine and up 140% on Ten in total viewers.
 - Seven is up 34% on Nine and up 100% on Ten in 16-39s. Seven is up 24% on Nine and up 88% on Ten in 18-49s. Seven is up 23% on Nine and up 95% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
 - 7mate is the most-watched digital channel for 25-54s.
- Seven wins in primetime on combined audiences of all channels.
 - Seven + 7TWO + 7mate is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 28% on Nine (Nine + Go + Gem) and up 107% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 21% on Nine and up 44% on Ten in 16-39s. Seven is up 17% on Nine and up 49% on Ten in 18-49s. Seven is up 17% on Nine and up 62% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 18% on Today.
- Seven wins in morning television. Sunrise – Extended and The Morning Show lead across 9:00-11:00am.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Criminal Minds	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#5
Home and Away	#9	Seven News	#7
Criminal Minds	#10	Home and Away	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Criminal Minds	#3	Criminal Minds	#3
Home and Away	#4	Seven News – Today Tonight	#7
Seven News – Today Tonight	#6	Home and Away	#8
Seven News	#9	Seven News	#9

- **My Kitchen Rules** (1.517 million) peaks at 1.864 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 36 share in 16-39s, 34 share in 18-49s and 33 share in 25-54s.
- **Criminal Minds – Episode 1** (0.848 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **Criminal Minds – Episode 2** (0.605 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 25 share in 18-49s and 25 share in 25-54s.

Thursday

- Seven wins in primetime on combined audiences of all channels.
 - Seven + 7TWO + 7mate is number one for total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in breakfast television. Sunrise is up 18% on Today.
- Seven wins in morning television. The Morning Show is up 17% on Mornings.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 22% on Nine and up 134% on Ten in total viewers.
 - Seven is up 5% on Nine and up 108% on Ten in 16-39s. Seven is up 10% on Nine and up 102% on Ten in 18-49s. Seven is up 10% on Nine and up 98% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 19% on Nine (Nine + Go + Gem) and up 103% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 65% on Ten in 16-39s. Seven is up 2% on Nine and up 62% on Ten in 18-49s. Seven is up 7% on Nine and up 62% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise is up 16% on Today.
- Seven wins in morning television. The Morning Show is up 68% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#2
Seven News – Today Tonight	#4	Better Homes and Gardens	#5
Better Homes and Gardens	#6	Seven News – Today Tonight	#6
16-39s		18-49s	
Better Homes and Gardens	#2	Seven News	#2
AFL on Seven	#4	Better Homes and Gardens	#4
Seven News	#6	Seven News – Today Tonight	#5
Seven News – Today Tonight	#9	AFL on Seven	#7

- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s in its primetime broadcast markets on Seven – 34 share in total viewers, 36 share in 16-39s, 35 share in 18-49s and 35 share in 25-54s.

Saturday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 34% on Nine and up 144% on Ten in total viewers.
 - Seven is up 14% on Nine and up 122% on Ten in 16-39s. Seven is up 17% on Nine and up 119% on Ten in 18-49s. Seven is up 16% on Nine and up 106% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 23% on Nine (Nine + Go + Gem) and up 109% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 16% on Nine and up 66% on Ten in 16-39s. Seven is up 12% on Nine and up 62% on Ten in 18-49s. Seven is up 12% on Nine and up 59% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 27% on Weekend Today.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
AFL on Seven	#3	AFL on Seven	#3
AFL on Seven – Primetime	#10	AFL on Seven – Primetime	#6
		AFL on Seven – Pre-Match	#8
		Weekend Sunrise	#9
		Weekend Sunrise	#10
16-39s		18-49s	
AFL on Seven	#1	Seven News	#1
Seven News	#2	AFL on Seven	#2
AFL on Seven – Primetime	#6	AFL on Seven – Primetime	#7
AFL on Seven – Pre-Match	#8	AFL on Seven – Pre-Match	#8
Brave	#9	Brave	#9
Weekend Sunrise	#10	Weekend Sunrise	#10

- AFL on Seven: Anzac Day Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across Saturday afternoon.
- Seven News** (1.191 million). Seven News wins network – up 281,000 viewers on Nine News, a 31% audience advantage.
- AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 32 share in total viewers, 38 share in 16-39s, 35 share in 18-49s and 35 share in 25-54s.

Live and As-Live Data

Week 17 Primetime Shares

ABC1:	13.0%
Seven:	24.2%
Nine:	20.6%
Ten:	10.8%
SBS1:	4.5%

ABC2:	2.6%
ABC3:	0.5%
ABC News 24:	1.1%
7TWO:	4.2%
7mate:	3.9%
GO!:	4.3%
Gem:	3.2%
One:	2.6%
Eleven:	3.2%
SBS2:	1.1%
NITV:	0.1%

Week 17 Combined Multiple Channels Primetime Shares

ABC1:	17.3%
Seven:	32.2%
Nine:	28.1%
Ten:	16.6%
SBS:	5.8%

Oztag Data. Share data for ABC, 7, 9, 10 and SBS represent network (aggregate) figures.