

27 July 2015

Seven Network Ratings Report

Week 30: 19 July - 25 July 2015

Seven is number 1 in 2015

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s in primetime on primary channels across the current television season.
- 7TWO is number 1 for total viewers in primetime on digital channels across the current television season. 7mate is number 1 for 16-39s and 25-54s.



Seven + 7TWO + 7mate is number 1 in 2015.

- Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime in total viewers on the combined audiences of all multiple channels across the current television season.

Seven wins in breakfast television.

- Sunrise leads Today in total viewers.

Seven wins in morning television.

- The Morning Show leads Mornings in total viewers.

Seven scores in the most-watched programmes:

- House Rules – Winner	1.998 million
- Seven News – Sunday	1.964 million
- House Rules – Final	1.756 million
- Seven News – Saturday	1.418 million
- Home and Away	1.280 million
- Seven News	1.245 million
- Dancing with the Stars	1.212 million
- Border Security	1.203 million
- Better Homes and Gardens	1.199 million

Metropolitan and Regional Combined Audiences

Primetime audience demographics for primary channels

6:00pm-midnight Week 30, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.5%	19.9%	15.5%	12.8%	5.6%
16-39s	18.2%	19.2%	20.8%	5.0%	3.9%
18-49s	18.3%	20.0%	20.2%	6.2%	4.6%
25-54s	18.4%	20.8%	19.7%	7.2%	4.8%

Primetime audience demographics for digital channels

6:00pm-midnight Week 30, 2015				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.2%	1.2%	1.6%	1.9%
7mate	3.5%	5.3%	4.9%	4.7%
GO!	4.3%	6.3%	5.5%	5.1%
Gem	4.6%	5.9%	5.2%	5.0%
One	2.5%	2.5%	2.9%	3.1%
Eleven	2.6%	5.1%	4.2%	3.7%
ABC2	2.9%	3.8%	3.4%	3.1%
ABC3	0.7%	0.5%	0.5%	0.5%
ABC News 24	1.1%	0.7%	1.0%	1.0%
SBS2	1.0%	1.4%	1.3%	1.2%
NITV	0.2%	0.2%	0.2%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 30, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	26.2%	28.8%	20.6%	17.5%	6.8%
16-39s	24.7%	31.4%	28.4%	10.1%	5.5%
18-49s	24.8%	30.8%	27.4%	11.1%	6.0%
25-54s	25.0%	30.8%	26.4%	11.7%	6.1%

FTA Channels and Total TV

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

Primetime Programming Analysis

Sunday

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#4
Dancing with the Stars	#6	Dancing with the Stars	#9
16-39s		18-49s	
Seven News	#4	Seven News	#4
		Dancing with the Stars	#10

- Seven News** (1.302 million).
- Dancing with the Stars** (0.778 million) peaks at 1.003 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show is up 34% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules – Winner	#3	House Rules – Winner	#3
House Rules – Final	#6	House Rules – Final	#4
Seven News	#8		
Seven News – Today Tonight	#9		
16-39s		18-49s	
House Rules – Winner	#3	House Rules – Winner	#3
House Rules – Final	#5	House Rules – Final	#4
Home and Away	#10		

- House Rules – Final** (1.097 million) peaks at 1.377 million and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules – Winner** (1.295 million) peaks at 1.438 million and wins in total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 30 share in 16-39s, 31 share in 18-49s and 30 share in 25-54s.

Tuesday

- Seven wins in morning television. The Morning Show leads Mornings.
- 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 16-39s, 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#5	Home and Away	#8
Seven News – Today Tonight	#7	Seven News	#9
Home and Away	#9		
16-39s		18-49s	
Home and Away	#4	Home and Away	#7
Winners and Losers	#6	Winners and Losers	#8

Wednesday

- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show is up 30% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#5	Highway Patrol	#6
Seven News – Today Tonight	#6	Border Security	#7
Home and Away	#9	Home and Away	#8
Border Security	#10	Criminal Minds	#10
16-39s		18-49s	
Home and Away	#3	Home and Away	#4
Border Security	#4	Border Security	#8
Highway Patrol	#7	Highway Patrol	#9

Thursday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- 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 16-39s, 18-49s and 25-54s.

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 4% on Nine and up 76% on Ten in total viewers.
 - Seven is up 8% on Nine and up 48% on Ten in 16-39s. Seven is up 10% on Nine and up 46% on Ten in 18-49s. Seven is up 5% on Nine and up 44% on Ten in 25-54s.
- 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 is up 4% on Nine + Go + Gem and up 80% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 7% on Today.
- Seven wins in morning television. The Morning Show is up 46% on Mornings.
- **AFL on Seven: Friday Night Football** delivers in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 25 share in total viewers, 30 share in 16-39s, 29 share in 18-49s and 29 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 57% on Nine and up 46% on Ten in total viewers.
 - Seven is up 57% on Nine and up 59% on Ten in 16-39s. Seven is up 66% on Nine and up 35% on Ten in 18-49s. Seven is up 62% on Nine and up 29% 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 29% on Nine (Nine + Go + Gem) and up 42% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 22% on Nine and up 34% on Ten in 16-39s. Seven is up 32% on Nine and up 25% on Ten in 18-49s. Seven is up 33% on Nine and up 22% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 13% on Weekend Today across 7:00-10:00am
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
AFL on Seven: Afternoon	#10	AFL on Seven: Afternoon	#5
		AFL on Seven	#7
		AFL on Seven: Pre-Match	#8
16-39s		18-49s	
Seven News	#1	Seven News	#1
AFL on Seven: Afternoon	#4	AFL on Seven: Afternoon	#4
AFL on Seven	#5	AFL on Seven	#5
AFL on Seven: Post-Match	#8	AFL on Seven: Pre-Match	#7
AFL on Seven: Pre-Match	#9	AFL on Seven: Post-Match	#8
- **Seven News** (1.003 million). Seven News wins network – up 164,000 viewers on Nine News, a 20% audience advantage.
- **AFL on Seven: Saturday Night Football** delivers in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 28 share in total viewers, 31 share in 16-39s, 32 share in 18-49s and 31 share in 25-54s.

Live and As-Live Data**Week 30 Primetime Shares**

ABC1:	12.8%
Seven:	18.5%
Nine:	19.9%
Ten:	15.5%
SBS1:	5.6%

ABC2:	2.9%
ABC3:	0.7%
ABC News 24:	1.1%
7TWO:	4.2%
7mate:	3.5%
GO!:	4.3%
Gem:	4.6%
One:	2.5%
Eleven:	2.6%
SBS2:	1.0%
NITV:	0.2%

Week 30 Combined Multiple Channels Primetime Shares

ABC1:	17.5%
Seven:	26.2%
Nine:	28.8%
Ten:	20.6%
SBS:	6.8%