

17 August 2015

## Seven Network Ratings Report

Week 33: 9 August - 15 August 2015

### Seven is number 1 in 2015

- Seven is number 1 for total viewers, 16-39s and 18-49s 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 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:

- |                                |               |
|--------------------------------|---------------|
| - Seven News – Sunday          | 1.924 million |
| - Cats Make You Laugh Out Loud | 1.498 million |
| - Sunday Night                 | 1.469 million |
| - Home and Away                | 1.239 million |
| - Seven News                   | 1.233 million |
| - Seven News – Saturday        | 1.232 million |
| - Border Security              | 1.231 million |
| - The Force                    | 1.203 million |
| - Highway Patrol               | 1.188 million |
| - Better Homes and Gardens     | 1.113 million |
| - Dancing with the Stars       | 1.108 million |
| - Criminal Minds               | 1.036 million |
| - Motorway Patrol              | 1.027 million |
| - Winners and Losers           | 1.027 million |

Metropolitan and Regional Combined Audiences



## Primetime audience demographics for primary channels

### 6:00pm-midnight Week 33, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.4%	20.9%	12.4%	13.2%	5.4%
16-39s	18.0%	21.6%	16.8%	6.1%	4.0%
18-49s	17.9%	22.2%	16.4%	6.9%	4.3%
25-54s	18.2%	22.5%	15.6%	7.8%	4.7%

## Primetime audience demographics for digital channels

### 6:00pm-midnight Week 33, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.1%	1.7%	2.1%	2.4%
7mate	4.4%	6.1%	5.9%	5.8%
GO!	4.8%	6.0%	5.8%	5.5%
Gem	3.2%	3.7%	3.2%	3.1%
One	3.0%	3.5%	3.8%	3.9%
Eleven	3.0%	5.8%	4.9%	4.3%
ABC2	3.1%	3.7%	3.4%	3.2%
ABC3	0.6%	0.5%	0.5%	0.4%
ABC News 24	1.2%	0.8%	0.9%	1.0%
SBS2	1.1%	1.7%	1.5%	1.5%
NITV:	0.2%	0.3%	0.2%	0.1%

## Primetime audience demographics for combined audiences of all channels.

### 6:00pm-midnight Week 33, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	27.9%	28.9%	18.4%	18.0%	6.7%
16-39s	25.7%	31.2%	26.2%	11.0%	5.9%
18-49s	26.0%	31.2%	25.1%	11.6%	6.0%
25-54s	26.4%	31.1%	23.8%	12.4%	6.3%

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 breakfast television. Weekend Sunrise is up 20% on Weekend Today.
- 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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#4
Sunday Night	#6	Sunday Night	#5
Dancing with the Stars	#8		
16-39s		18-49s	
Seven News	#5	Seven News	#4
Sunday Night	#7	Sunday Night	#6

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Sunday Night** (0.895 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Dancing with the Stars** (0.673 million) ranks in Sunday's top ten most-watched programmes for total viewers.

## Monday

- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Highway Patrol	#5
Seven News – Today Tonight	#4	Motorway Patrol	#8
		Seven News – Today Tonight	#9
<b>16-39s</b>		<b>18-49s</b>	
Highway Patrol	#3	Highway Patrol	#3
Home and Away	#6	Motorway Patrol	#8
Motorway Patrol	#7	Home and Away	#9

## 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 4% on Nine and up 40% on Ten in total viewers.
  - Seven ties with Nine and is up 26% on Ten in 16-39s. Seven is up 5% on Nine and up 26% on Ten in 18-49s. Seven is up 3% on Nine and up 28% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- 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 6% on Nine + Go + Gem and up 43% on Ten + One + Eleven in total viewers.

- Seven wins in breakfast television. Sunrise is up 10% on Today.
- Seven wins in morning television. The Morning Show is up 19% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Cats Make You Laugh Out Loud	#2
Seven News – Today Tonight	#5	Winners and Losers	#7
Cats Make You Laugh Out Loud	#6	Winners and Losers	#8
Home and Away	#9	Seven News	#10
<b>16-39s</b>		<b>18-49s</b>	
Cats Make You Laugh Out Loud	#2	Cats Make You Laugh Out Loud	#2
Home and Away	#6	Winners and Losers	#7
Winners and Losers	#9	Winners and Losers	#9
Winners and Losers	#10	Home and Away	#10

- **Cats Make You Laugh Out Loud** (0.917 million) peaks at 1.118 million, wins its timeslot and is one of Tuesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Winners and Losers** Episode 1 (0.609 million) ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s. Episode 2 (0.587 million) wins in total viewers, 16-39s, 18-49s and 25-54s.

## Wednesday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- 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 30% on Ten + One + Eleven in total viewers.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Seven News – Today Tonight	#7
Seven News – Today Tonight	#5	Seven News	#8
Home and Away	#8	Criminal Minds	#9
Border Security	#10		
<b>16-39s</b>		<b>18-49s</b>	
Border Security	#3	Criminal Minds	#7
Home and Away	#4	Seven News – Today Tonight	#8
The Force	#5	Home and Away	#10
Criminal Minds	#8		
Seven News – Today Tonight	#10		

## 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.

## Friday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 6% on Nine and up 74% on Ten.
- 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 11% on Nine + Go + Gem and up 89% on Ten + One + Eleven in total viewers.
- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts on Seven.

## Saturday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 58% on Nine and up 126% on Ten in total viewers.
  - Seven is up 48% on Nine and up 73% on Ten in 16-39s. Seven is up 58% on Nine and up 84% on Ten in 18-49s. Seven is up 66% on Nine and up 109% 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 28% on Nine (Nine + Go + Gem) and up 87% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 9% on Nine and up 43% on Ten in 16-39s. Seven is up 21% on Nine and up 49% on Ten in 18-49s. Seven is up 30% on Nine and up 63% on Ten in 25-54s
- Seven wins in breakfast television. Weekend Sunrise is up 27% on Weekend Today in total viewers across 7:00-10:00am.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Seven News	#1
The Amazing Spider-Man	#9	The Amazing Spider-Man	#5
		AFL on Seven	#7
		Sunrise	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#5	Seven News	#4
The Amazing Spider-Man	#6	The Amazing Spider-Man	#6
AFL on Seven	#7	AFL on Seven	#8

- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts on Seven – 33 share in total viewers, 39 share in 16-39s, 38 share in 18-49s and 39 share in 25-54s.

**Live and As-Live Data****Week 33 Primetime Shares**

ABC1:	13.2%
Seven:	18.4%
Nine:	20.9%
Ten:	12.4%
SBS1:	5.4%

ABC2:	3.1%
ABC3:	0.6%
ABC News 24:	1.2%
7TWO:	5.1%
7mate:	4.4%
GO!:	4.8%
Gem:	3.2%
One:	3.0%
Eleven:	3.0%
SBS2:	1.1%
NITV:	0.2%

**Week 33 Combined Multiple Channels Primetime Shares**

ABC1:	18.0%
Seven:	27.9%
Nine:	28.9%
Ten:	18.4%
SBS:	6.7%