

24 August 2015

Seven Network Ratings Report

Week 34: 16 August - 22 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 is up 7% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 10% on Mornings in total viewers.

Seven scores in the most-watched programmes:

- | | |
|--------------------------------|---------------|
| - Seven News – Sunday | 1.897 million |
| - Sunday Night | 1.789 million |
| - Dogs Make You Laugh Out Loud | 1.646 million |
| - Highway Patrol | 1.390 million |
| - The Force | 1.383 million |
| - Seven News – Saturday | 1.373 million |
| - Better Homes and Gardens | 1.335 million |
| - Seven News | 1.276 million |
| - Border Security | 1.271 million |
| - Home and Away | 1.222 million |
| - Motorway Patrol | 1.183 million |
| - Criminal Minds | 1.162 million |
| - Dancing with the Stars | 1.144 million |
| - Winners and Losers | 1.085 million |

Metropolitan and Regional Combined Audiences



Primetime audience demographics for primary channels

6:00pm-midnight Week 34, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.4%	19.7%	11.5%	12.8%	4.7%
16-39s	18.4%	19.2%	15.6%	5.8%	3.6%
18-49s	18.8%	20.6%	15.3%	6.6%	3.8%
25-54s	19.3%	21.0%	14.3%	7.6%	4.2%

Primetime audience demographics for digital channels

6:00pm-midnight Week 34, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.1%	1.8%	2.3%	2.6%
7mate	4.1%	6.4%	5.8%	5.5%
GO!	3.7%	5.1%	4.6%	4.3%
Gem	6.9%	7.2%	7.0%	6.9%
One	2.9%	3.2%	3.5%	3.7%
Eleven	3.0%	6.0%	5.0%	4.2%
ABC2	3.4%	4.2%	3.7%	3.4%
ABC3	0.5%	0.4%	0.4%	0.3%
ABC News 24	1.2%	0.9%	1.1%	1.1%
SBS2	1.1%	1.8%	1.5%	1.5%
NITV:	0.1%	0.2%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 34, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.5%	30.3%	17.4%	18.0%	5.9%
16-39s	26.7%	31.5%	24.8%	11.4%	5.6%
18-49s	26.9%	32.1%	23.8%	11.8%	5.4%
25-54s	27.3%	32.2%	22.3%	12.5%	5.7%

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 23% 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 wins in breakfast television. Weekend Sunrise is up 20% on Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#3
Sunday Night	#4	Sunday Night	#4
AFL on Seven	#10	Dancing with the Stars	#9
16-39s		18-49s	
Sunday Night	#3	Sunday Night	#4
Seven News	#4	Seven News	#5

- **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** (1.294 million).
- **Sunday Night** (1.146 million) peaks at 1.438 million and ranks in Sunday's top four most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Dancing with the Stars** (0.730 million) peaks at 1.092 million and ranks in Sunday's top ten most-watched programmes for total viewers and 25-54s.

Monday

- 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 wins in breakfast television. Sunrise is up 9% on Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Highway Patrol	#6
Seven News – Today Tonight	#5	Seven News – Today Tonight	#8
Highway Patrol	#9	Seven News	#9
		Motorway Patrol	#10
16-39s		18-49s	
Highway Patrol	#3	Highway Patrol	#7
Motorway Patrol	#4	Motorway Patrol	#8
Ramsay's Hotel Hell	#8	Seven News – Today Tonight	#9
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 6% on Nine and up 58% on Ten in total viewers.
 - Seven is up 34% on Nine and up 54% on Ten in 16-39s. Seven is up 20% on Nine and up 46% on Ten in 18-49s. Seven is up 15% on Nine and up 52% 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.
 - 7Seven + 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 5% on Nine (Nine + Go + Gem) and up 41% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 10% on Nine and up 13% on Ten in 16-39s. Seven is up 5% on Nine and up 6% on Ten in 18-49s. Seven is up 3% on Nine and up 14% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
Dogs Make You Laugh Out Loud	#3	Dogs Make You Laugh Out Loud	#1
Seven News	#5	Seven News – Today Tonight	#6
Seven News – Today Tonight	#6	Winners and Losers	#7
Home and Away	#9	Winners and Losers	#8
		Home and Away	#10
16-39s		18-49s	
Dogs Make You Laugh Out Loud	#1	Dogs Make You Laugh Out Loud	#1
Winners and Losers	#5	Home and Away	#7
Winners and Losers	#6	Winners and Losers	#8
		Winners and Losers	#9

- **Dogs Make You Laugh Out Loud** (1.039 million) peaks at 1.237 million and is Tuesday's most-watched programme for 16-39s, 18-49s and 25-54s.
- **Winners and Losers - Episode 1** (0.648 million) ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Winners and Losers – Episode 2** (0.637 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, 18-49s and 25-54s.
 - Seven is up 10% on Nine and up 52% on Ten in total viewers.
 - Seven leads Nine and ties with Ten in 18-49s. Seven leads Nine and is up 12% 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.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 9% on Nine + Go + Gem and up 55% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 14% on Today.
- Seven wins in morning television. The Morning Show is up 28% on Mornings.
- Seven scores in the most-watched programmes:

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

- **Border Security** (0.811 million) leads The Hotplate and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s and 25-54s.
- **The Force** (0.850 million) leads The Hotplate and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Criminal Minds – Episode 1** (0.760 million) ranks in Wednesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Criminal Minds – Episode 2** (0.546 million) wins in total viewers, 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads 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 24% on Nine and up 113% on Ten in total viewers.
 - Seven is up 22% on Nine and up 74% on Ten in 16-39s. Seven is up 15% on Nine and up 66% on Ten in 18-49s. Seven is up 17% on Nine and up 69% on Ten in 25-54s.
- 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:

All People		25-54s	
Seven News – Today Tonight	#3	Better Homes and Gardens	#3
Seven News	#4	Seven News – Today Tonight	#8
Better Homes and Gardens	#6	Seven News	#9

16-39s		18-49s	
Better Homes and Gardens	#3	Better Homes and Gardens	#6
Today Tonight	#7	Seven News – Today Tonight	#7
AFL on Seven	#9	Seven News	#10
- **Better Homes and Gardens** (0.824 million) peaks at 1.004 million and ranks in Friday's top ten most-watched programmes for 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 across its primetime markets on Seven – 30 share in total viewers, 35 share in 16-39s, 34 share in 18-49s and 33 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 58% on Nine and up 134% on Ten in total viewers.
 - Seven is up 64% on Nine and up 44% on Ten in 16-39s. Seven is up 55% on Nine and up 70% on Ten in 18-49s. Seven is up 53% on Nine and up 78% 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, 16-39s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 2% on Nine (Nine + Go + Gem) and up 123% on Ten + One + Eleven in total viewers.
 - Seven leads Nine and is up 44% on Ten in 16-39s. Seven is up 68% on Ten in 18-49s. Seven leads Nine and is up 78% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 14% 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	#10	AFL on Seven	#8
		Prates of the Caribbean	#10
16-39s		18-49s	
Seven News	#2	Seven News	#2
Pirates of the Caribbean	#9	AFL on Seven	#9
AFL on Seven	#10	Pirates of the Caribbean	#10

- Seven News** (0.889 million). Seven News wins network – up 67,000 viewers on Nine News, an 8% 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, 31 share in 16-39s, 36 share in 18-49s and 39 share in 25-54s.

Live and As-Live Data

Week 34 Primetime Shares

ABC1:	12.8%
Seven:	19.4%
Nine:	19.7%
Ten:	11.5%
SBS1:	4.7%

ABC2:	3.4%
ABC3:	0.5%
ABC News 24:	1.2%
7TWO:	5.1%
7mate:	4.1%
GO!:	3.7%
Gem:	6.9%
One:	2.9%
Eleven:	3.0%
SBS2:	1.1%
NITV:	0.1%

Week 34 Combined Multiple Channels Primetime Shares

ABC1:	18.0%
Seven:	28.5%
Nine:	30.3%
Ten:	17.4%
SBS:	5.9%