

28 September 2015

Seven Network Ratings Report

Week 39: 20 September – 26 September 2015

Seven wins in news.

- Seven News leads Nine News.

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 number 1 for total viewers, 16-39s, 18-49s and 25-54s in primetime on digital channels.

Seven wins in primetime combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime in total viewers, 18-49s and 25-54s on the combined audiences of all multiple channels.

Seven wins at 5:30pm.

- The Chase is up 11% on Hot Seat.

Seven wins in breakfast television.

- Sunrise is up 6% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 21% on Mornings in total viewers.

Seven dominates the most-watched programmes.

- The X Factor peaks at 1.707 million and is Sunday's number one most-watched programme for total viewers and one of the top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- Peter Allen: Not The Boy Next Door peaks at 1.555 million and dominates in total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.322 million and is Monday's number one most-watched programme and one of the top two most-watched programmes for 18-49s and 25-54s
- The X Factor peaks at 1.479 million, dominates its timeslot and is one of Tuesday's top three most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- 800 Words peaks at 1.420 million, dominates in total viewers, 16-39s, 18-49s and 25-54s and is Tuesday's number one most-watched programme for total viewers and 25-54s.
- Ramsay's Hotel Hell wins in total viewers, 16-39s, 18-49s and 25-54s.



- The X Factor peaks at 1.173 million, wins its timeslot and is of one of Wednesday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.063 million and is one of Thursday's top two most-watched programmes for 25-54s, and one of the top four programmes for 16-39s and 18-49s.
- AFL on Seven: The Finals Series dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Friday on Seven.
- AFL on Seven: The Finals Series dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Saturday on Seven.

Seven scores in the most-watched programmes:

-	800 Words	2.017 million
-	Peter Allen: Not The Boy Next Door	1.871 million
-	The X Factor – Sunday	1.841 million
-	The X Factor – Monday	1.813 million
-	The X Factor – Tuesday	1.807 million
-	Seven News – Sunday	1.796 million
-	The X Factor – Wednesday	1.543 million
-	The X Factor – Thursday	1.354 million
-	Home and Away	1.282 million
-	Seven News	1.230 million
-	Seven News – Saturday	1.148 million
-	Better Homes and Gardens	1.097 million
-	Pets Make You Laugh Out Loud	1.037 million

Metropolitan and Regional Combined Audiences

Seven is number 1 in 2015

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

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.

Primetime audience demographics for primary channels

6:00pm-midnight Week 39, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.8%	20.2%	11.6%	12.7%	4.8%
16-39s	21.3%	21.3%	17.3%	6.1%	2.9%
18-49s	21.8%	21.8%	15.9%	7.0%	3.5%
25-54s	22.6%	22.0%	14.8%	8.2%	3.8%

Primetime audience demographics for digital channels

6:00pm-midnight Week 39, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.7%	1.6%	2.0%	2.3%
7mate	4.8%	6.5%	6.3%	5.9%
GO!	4.4%	5.9%	5.6%	5.0%
Gem	3.0%	3.1%	2.8%	2.7%
One	2.7%	2.7%	3.1%	3.2%
Eleven	2.8%	5.5%	4.4%	3.9%
ABC2	2.7%	2.9%	2.8%	2.7%
ABC3	0.6%	0.5%	0.5%	0.4%
ABC News 24	1.3%	1.0%	1.1%	1.2%
SBS2	0.9%	1.3%	1.2%	1.1%
NITV:	0.2%	0.2%	0.2%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 39, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	32.3%	27.5%	17.1%	17.3%	5.8%
16-39s	29.4%	30.3%	25.5%	10.4%	4.3%
18-49s	30.2%	30.1%	23.4%	11.5%	4.8%
25-54s	30.8%	29.8%	21.9%	12.5%	5.0%

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 primary channels.
 - Seven is number one for total viewers, 18-49s and 25-54s.
 - Seven is up 41% on Nine and up 180% on Ten in total viewers.
 - Seven is up 80% on Ten in 16-39s. Seven leads Nine and is up 76% on Ten in 18-49s. Seven is up 10% on Nine and up 95% on Ten in 25-54s.
- Seven wins in primetime combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 34% on Nine (Nine + Go + Gem) and up 123% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 44% on Ten in 16-39s. Seven is up 43% on Ten in 18-49s. Seven is up 3% on Nine and up 61% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#1	The X Factor	#2
Seven News	#2	Peter Allen	#4
Peter Allen	#3	Seven News	#6
16-39s		18-49s	
The X Factor	#2	The X Factor	#2
Peter Allen	#5	Peter Allen	#5
Seven News	#6	Seven News	#6

- **Seven News** (1.225 million). Seven News wins network – up 43,000 viewers on Nine News, a 4% audience advantage.
- **The X Factor** (1.260 million) peaks at 1.707 million and is Sunday's number one most-watched programme for total viewers and one of the top two most-watched programmes for 16-39s, 18-49s and 25-54s – 25 share in total viewers.
- **Peter Allen: Not The Boy Next Door** (1.212 million) peaks at 1.555 million and dominates in total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 25 share in 16-39s, 28 share in 18-49s and 29 share in 25-54s.

Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 5% on Nine and up 64% on Ten.
- 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 10% on Nine + Go + Gem and up 72% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven wins at 5:30pm. The Chase is up 17% on Hot Seat.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#1	The X Factor	#2
Seven News	#3	Seven News – Today Tonight	#7
Seven News – Today Tonight	#4	Home and Away	#8
16-39s		18-49s	
The X Factor	#3	The X Factor	#2
Home and Away	#7	Home and Away	#6
Seven News – Today Tonight	#10	Seven News – Today Tonight	#9

- **Seven News** (1.072 million). Seven News wins network – up 79,000 viewers on Nine News, an 8% audience advantage.
- **The X Factor** (1.132 million) peaks at 1.322 million and is Monday's number one most-watched programme and one of the top two most-watched programmes for 18-49s and 25-54s

Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 35% on Nine and up 110% on Ten in total viewers.
 - Seven is up 22% on Nine and up 64% on Ten in 16-39s. Seven is up 30% on Nine and up 69% on Ten in 18-49s. Seven is up 29% on Nine and up 80% 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 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 79% on Ten (Ten + One + Eleven) in total viewers.
 - Seven leads Nine and is up 24% on Ten in 16-39s. Seven is up 10% on Nine and up 29% on Ten in 18-49s. Seven is up 15% on Nine and up 38% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase is up 18% on Hot Seat.
- 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	
800 Words	#1	800 Words	#1
The X Factor	#2	The X Factor	#2
Seven News	#3	Seven News – Today Tonight	#6
Seven News – Today Tonight	#6	Seven News	#7
Home and Away	#10	Home and Away	#9
16-39s		18-49s	
800 Words	#2	800 Words	#2
The X Factor	#3	The X Factor	#3
Home and Away	#6	Home and Away	#4
Ramsay's Hotel Hell	#8	Seven News – Today Tonight	#5
Seven News – Today Tonight	#9	Seven News	#10

- **Seven News** (1.069 million). Seven News wins network – up 75,000 viewers on Nine News, an 8% audience advantage.
- **The X Factor** (1.092 million) peaks at 1.479 million, dominates its timeslot and is one of Tuesday's top three most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **800 Words** (1.192 million) peaks at 1.420 million, dominates in total viewers, 16-39s, 18-49s and 25-54s and is Tuesday's number one most-watched programme for total viewers and 25-54s – 31 share in total viewers, 29 share in 16-39s, 29 share in 18-49s and 31 share in 25-54s.
- **Ramsay's Hotel Hell** (0.532 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 32 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 16% on Nine and up 39% on Ten.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in primetime combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 16% on Nine + Go + Gem and up 43% on Ten + One + Eleven in total viewers.
- Seven wins in morning television. The Morning Show is up 30% on Mornings.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	The X Factor	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#10
The X Factor	#5		
16-39s		18-49s	
The X Factor	#4	The X Factor	#4
Home and Away	#7	Seven News – Today Tonight	#10
Seven News – Today Tonight	#9		
- **The X Factor** (0.953 million) peaks at 1.173 million, wins its timeslot and is one of Wednesday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers and 25-54s.
 - Seven is up 5% on Nine and up 26% on Ten in total viewers.
 - Seven is up 9% on Nine in 16-39s. Seven is up 5% on Nine in 18-49s. Seven is up 4% on Nine and up 3% 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 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 19% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 14% on Today.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	The X Factor	#2
Seven News – Today Tonight	#3	Seven News – Today Tonight	#5
The X Factor	#6	Seven News	#7
Home and Away	#9	Home and Away	#9
16-39s		18-49s	
The X Factor	#4	The X Factor	#3
Home and Away	#5	Seven News – Today Tonight	#5
Seven News – Today Tonight	#8	Seven News	#6
Seven News	#9	Ramsay's Kitchen Nightmares	#7
		Home and Away	#8

- **Seven News** (0.970 million). Seven News wins network – up 26,000 viewers on Nine News, a 3% audience advantage.
- **Seven News – Today Tonight** (0.950 million). Seven News – Today Tonight wins network - 70,000 viewers on Nine News – 6:30pm, an 8% audience advantage.
- **The X Factor** (0.876 million) peaks at 1.063 million and is one of Thursday's top two most-watched programmes for 25-54s, and one of the top four programmes for 16-39s and 18-49s.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 18-49s and 25-54s.
 - Seven is up 4% on Nine and up 136% on Ten in total viewers.
 - Seven is up 66% on Ten in 16-39s. Seven ties with Nine and is up 87% on Ten in 18-49s. Seven leads Nine and is up 98% 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 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 19% on Nine (Nine + Go + Gem) and up 147% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 7% on Nine and up 74% on Ten in 16-39s. Seven is up 12% on Nine and up 96% on Ten in 18-49s. Seven is up 15% on Nine and up 99% on Ten in 25-54s
- Seven wins in breakfast television. Sunrise is up 12% on 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	
Seven News	#4	AFL on Seven	#2
Seven News – Today Tonight	#5	AFL on Seven: Pre-Match	#10
AFL on Seven	#6		
Better Homes and Gardens	#8		
16-39s		18-49s	
AFL on Seven	#2	AFL on Seven	#2
AFL on Seven: Pre-Match	#10	AFL on Seven: Pre-Match	#10

- **AFL on Seven: The Finals Series** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 49 share in total viewers, 58 share in 16-39s, 55 share in 18-49s and 54 share in 25-54s.

Saturday

- Seven wins in primetime 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 14% on Nine (Nine + Go + Gem) and up 259% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 18% on Nine and up 341% on Ten in 16-39s. Seven is up 11% on Nine and up 178% on Ten in 18-49s. Seven is up 8% on Nine and up 187% 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 breakfast television. Weekend Sunrise is up 17% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#5	AFL on Seven	#4
AFL on Seven	#6	Seven News	#5
AFL on Seven: Pre-Match	#9	AFL on Seven: Post-Match	#6
AFL on 7mate	#10	AFL on Seven: Pre-Match	#7
		AFL on 7mate	#8
		Sunrise	#9
16-39s		18-49s	
AFL on Seven	#2	AFL on Seven	#4
AFL on Seven: Post-Match	#5	AFL on 7mate	#5
AFL on 7mate	#6	Seven News	#6
AFL on Seven: Pre-Match	#7	AFL on Seven: Post-Match	#7
Seven News	#8	AFL on Seven: Pre-Match	#8
AFL on 7mate: Pre-Match	#9	AFL on 7mate: Post-Match	#10

- **AFL on Seven: The Finals Series** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 48 share in total viewers, 53 share in 16-39s, 50 share in 18-49s and 48 share in 25-54s.

Live and As-Live Data**Week 39 Primetime Shares**

ABC1:	12.7%
Seven:	22.8%
Nine:	20.2%
Ten:	11.6%
SBS1:	4.8%

ABC2:	2.7%
ABC3:	0.6%
ABC News 24:	1.3%
7TWO:	4.7%
7mate:	4.8%
GO!:	4.4%
Gem:	3.0%
One:	2.7%
Eleven:	2.8%
SBS2:	0.9%
NITV:	0.2%

Week 39 Combined Multiple Channels Primetime Shares

ABC1:	17.3%
Seven:	32.3%
Nine:	27.5%
Ten:	17.1%
SBS:	5.8%