

12 October 2015

Seven Network Ratings Report

Week 41: 4 October – 10 October 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 16-39s 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.

Seven scores across primetime.

- Seven wins Monday, Tuesday, Wednesday, Friday and Saturday in primetime on the combined audiences of all channels.
- Sunday Night peaks at 1.036 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.172 million, wins its timeslot and is one of Monday's top two most-watched programmes for 18-49s and 25-54s.
- The X Factor peaks at 1.293 million, wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- 800 Words peaks at 1.382 million, wins its timeslot and is one of Tuesday's top three most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens wins its timeslot and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: Star Wars: Episode II: Attack of the Clones wins in total viewers, 16-39s, 18-49s and 25-54s and is Saturday's number one most-watched programme in all key demographics.

Seven wins at 5:30pm.

- The Chase is up 9% on Hot Seat.

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:

-	800 Words	1.727 million
-	The X Factor – Tuesday	1.563 million
-	The X Factor – Monday	1.488 million
-	Seven News – Sunday	1.426 million
-	The Force	1.233 million
-	Sunday Night	1.232 million
-	Home and Away	1.229 million
-	Better Homes and Gardens	1.218 million
-	Seven News	1.212 million
-	Border Security	1.205 million
-	Seven News – Saturday	1.194 million
-	Highway Patrol	1.122 million
-	Star Wars: Episode II: Attack of the Clones	1.052 million

Metropolitan and Regional Combined Audiences

Primetime audience demographics for primary channels

6:00pm-midnight Week 41, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.1%	22.2%	12.6%	13.0%	4.9%
16-39s	18.2%	24.6%	18.2%	6.2%	3.0%
18-49s	19.2%	24.6%	17.3%	7.2%	3.5%
25-54s	19.9%	24.6%	16.1%	8.2%	3.8%

Primetime audience demographics for digital channels

6:00pm-midnight Week 41, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.2%	1.9%	2.4%	2.8%
7mate	3.2%	5.2%	4.7%	4.3%
GO!	4.6%	6.8%	5.7%	5.2%
Gem	3.0%	2.6%	2.6%	2.6%
One	2.8%	2.7%	3.1%	3.2%
Eleven	2.6%	4.7%	4.0%	3.6%
ABC2	2.6%	2.9%	2.5%	2.4%
ABC3	0.6%	0.5%	0.4%	0.4%
ABC News 24	1.5%	1.0%	1.4%	1.5%
SBS2	1.1%	1.4%	1.3%	1.3%
NITV:	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 41, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.5%	29.8%	17.9%	17.7%	6.0%
16-39s	25.4%	33.9%	25.6%	10.6%	4.5%
18-49s	26.3%	32.8%	24.3%	11.6%	5.0%
25-54s	27.0%	32.4%	22.9%	12.5%	5.3%

FTA Channels and Total TV

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

Primetime Programming Analysis

Sunday

- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- 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 News** (1.038 million).
- **Sunday Night** (0.859 million) peaks at 1.036 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 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 is up 10% on Nine + Go + Gem and up 75% on Ten + One + Eleven in total viewers.
- 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 leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.089 million). Seven News wins network – up 20,000 viewers on Nine News.
- **Seven News – Today Tonight** (1.020 million).
- **The X Factor** (0.945 million) peaks at 1.172 million, wins its timeslot and is one of Monday's top two most-watched programmes for 18-49s and 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 8% on Nine and up 72% on Ten.
- 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 primetime 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 64% on Ten + One + Eleven in total viewers.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in breakfast television. Sunrise is up 30% on Today.
- Seven wins in morning television. The Morning Show is up 69% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
800 Words	#2	800 Words	#3
Seven News – Today Tonight	#6	The X Factor	#8
Seven News	#7		
The X Factor	#8		
16-39s		18-49s	
800 Words	#4	800 Words	#3
The X Factor	#6	The X Factor	#8
Home and Away	#8		
Ramsay's Kitchen Nightmares	#10		

- **The X Factor** (0.953 million) peaks at 1.293 million, wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **800 Words** (1.055 million) peaks at 1.382 million, wins its timeslot and is one of Tuesday's top three most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 25 share in 16-39s, 25 share in 18-49s and 26 share in 25-54s.
- **Ramsay's Kitchen Nightmares** (0.493 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 28 share in 16-39s and 25 share in 18-49s.

Wednesday

- 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 leads Nine + Go + Gem and is up 29% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show is up 19% on Mornings.

Thursday

- Seven wins in news.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in breakfast television. Sunrise is up 9% on Today.
- Seven wins in morning television. The Morning Show is up 36% on Mornings.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.

Friday

- 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 48% on Nine and up 64% on Ten in total viewers.
 - Seven is up 46% on Nine and up 15% on Ten in 16-39s. Seven is up 35% on Nine and up 10% on Ten in 18-49s. Seven is up 43% on Nine and up 23% on Ten in 25-54s.
- 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 8% on Nine + Go + Gem and up 53% on Ten + One + Eleven in total viewers.
- Seven wins at 5:30pm. The Chase is up 19% on Hot Seat.
- Seven wins in morning television. The Morning Show leads Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#2	Better Homes and Gardens	#5
Better Homes and Gardens	#5	Seven News – Today Tonight	#7
		The Bourne Identity	#8
16-39s		18-49s	
Better Homes and Gardens	#2	Better Homes and Gardens	#5
Seven News	#6	Seven News	#6
Seven News – Today Tonight	#7	The Bourne Identity	#7
The Bourne Identity	#10	Seven News – Today Tonight	#9

- Seven News** (0.925 million). Seven News wins network – up 85,000 viewers on Nine News, a 10% audience advantage.
- Seven News – Today Tonight** (0.853 million). Seven News – Today Tonight wins network – up 38,000 viewers on Nine News – 6:30pm, a 5% audience advantage.
- Better Homes and Gardens** (0.796 million) wins its timeslot and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Saturday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 52% on Nine and up 111% on Ten in total viewers.
 - Seven is up 66% on Nine and up 64% on Ten in 16-39s. Seven is up 74% on Nine and up 86% on Ten in 18-49s. Seven is up 58% on Nine and up 93% 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, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 42% on Nine (Nine + Go + Gem) and up 102% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 52% on Nine and up 72% on Ten in 16-39s. Seven is up 60% on Nine and up 81% on Ten in 18-49s. Seven is up 52% on Nine and up 82% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Star Wars	#1
Star Wars	#4	Seven News	#4
16-39s		18-49s	
Star Wars	#1	Star Wars	#1
Seven News	#8	Seven News	#5
Tron: Legacy	#10	Tron: Legacy	#9

- Saturday Night At The Movies: Star Wars: Episode II: Attack of the Clones**
 (0.728 million) wins in total viewers, 16-39s, 18-49s and 25-54s and is Saturday's number one most-watched programme in all key demographics – 25 share in total viewers, 28 share in 16-39s, 29 share in 18-49s and 27 share in 25-54s.

Live and As-Live Data

Week 41 Primetime Shares

ABC1:	13.0%
Seven:	20.1%
Nine:	22.2%
Ten:	12.6%
SBS1:	4.9%

ABC2:	2.6%
ABC3:	0.6%
ABC News 24:	1.5%
7TWO:	5.2%
7mate:	3.2%
GO!:	4.6%
Gem:	3.0%
One:	2.8%
Eleven:	2.6%
SBS2:	1.1%
NITV:	0.1%

Week 41 Combined Multiple Channels Primetime Shares

ABC1:	17.7%
Seven:	28.5%
Nine:	29.8%
Ten:	17.9%
SBS:	6.0%