

19 October 2015

## **Seven Network Ratings Report**

**Week 42: 11 October – 17 October 2015**

### **Seven wins in news.**

- Seven News leads Nine News.

### **Seven wins in primetime on primary channels.**

- Seven is number 1 for total viewers, 18-49s and 25-54s.

### **Seven wins in primetime combined audiences.**

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

### **Seven wins at 5:30pm.**

- The Chase is up 14% 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 across primetime.**

- Sunday Night peaks at 1.225 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Beach Cops peaks at 1.207 million and ranks in Sunday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.
- The X Factor peaks at 1.251 million, wins its timeslot and is one of Monday's top two most-watched programmes for 25-54s, and one of the top three most-watched programmes for 16-39s and 18-49s.
- The X Factor peaks at 1.246 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 1.428 million, wins its timeslot and is Tuesday's number one most-watched programme.
- Better Homes and Garden wins its timeslot and ranks in Friday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: Star Wars: Episode III: Revenge of the Sith is Saturday's number one most-watched programme for 16-39s, 18-49s and 25-54s.



**Seven scores in the most-watched programmes:**

-	Seven News – Sunday	1.743 million
-	800 Words	1.692 million
-	The X Factor – Tuesday	1.607 million
-	Sunday Night	1.604 million
-	The X Factor – Monday	1.567 million
-	Beach Cops	1.426 million
-	Border Security	1.305 million
-	Better Homes and Gardens	1.267 million
-	Home and Away	1.244 million
-	Seven News	1.220 million
-	Highway Patrol	1.079 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 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 42, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.8%	18.7%	13.4%	13.1%	4.9%
16-39s	18.8%	19.6%	19.4%	5.4%	2.9%
18-49s	20.1%	20.0%	18.2%	6.7%	3.5%
25-54s	21.1%	20.2%	17.2%	7.6%	3.9%

## Primetime audience demographics for digital channels

6:00pm-midnight Week 42, 2015				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.1%	2.0%	2.2%	2.5%
7mate	3.5%	6.2%	5.5%	5.0%
GO!	5.3%	8.0%	7.0%	6.1%
Gem	3.5%	3.3%	2.9%	3.0%
One	2.9%	3.0%	3.4%	3.5%
Eleven	2.9%	5.7%	4.7%	4.1%
ABC2	2.7%	2.8%	2.6%	2.5%
ABC3	0.6%	0.3%	0.3%	0.3%
ABC News 24	1.4%	1.0%	1.3%	1.4%
SBS2	1.1%	1.5%	1.4%	1.4%
NITV:	0.1%	0.1%	0.1%	0.1%

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

6:00pm-midnight Week 42, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.4%	27.5%	19.2%	17.8%	6.2%
16-39s	27.1%	30.9%	28.0%	9.6%	4.5%
18-49s	27.9%	29.9%	26.3%	10.9%	5.1%
25-54s	28.6%	29.3%	24.8%	11.8%	5.5%

FTA Channels and Total TV

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## 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 18-49s and 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Sunday Night	#7
Sunday Night	#6	Beach Cops	#8
Beach Cops	#7	Seven News	#9
16-39s		18-49s	
Sunday Night	#10	Beach Cops	#7
		Sunday Night	#9

- **Seven News** (1.159 million).
- **Sunday Night** (1.087 million) peaks at 1.225 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Beach Cops** (1.002 million) peaks at 1.207 million and ranks in Sunday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.

## Monday

- 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 3% on Nine + Go + Gem and up 83% 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 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	The X Factor	#3
The X Factor	#5	Home and Away	#7
Seven News – Today Tonight	#6		
<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#3	The X Factor	#2
Home and Away	#5	Seven News	#7
What Happens in Thailand	#10	Seven News – Today Tonight	#8
		Home and Away	#9

- **Seven News** (1.022 million).
- **Seven News – Today Tonight** (1.051 million).
- **Home and Away** (0.811 million) ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- **The X Factor** (1.009 million) peaks at 1.251 million, wins its timeslot and is one of Monday's top two most-watched programmes for 25-54s, and one of the top three most-watched programmes for 16-39s and 18-49s.

## Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers and 25-54s.
  - Seven is up 15% on Nine and up 108% on Ten in total viewers.
  - Seven is up 53% on Ten in 16-39s. Seven is up 56% on Ten in 18-49s. Seven is up 5% on Nine and up 75% 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 16-39s, 18-49s and 25-54s.

- Seven wins in primetime combined audiences.
  - Seven + 7TWO + 7mate is number one for total viewers, 18-49s and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate) is up 17% on Nine (Nine + Go + Gem) and up 86% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 28% on Ten in 16-39s. Seven leads Nine and is up 30% on Ten in 18-49s. Seven is up 5% on Nine and up 42% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase is up 20% 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:

<b>All People</b>		<b>25-54s</b>	
800 Words	#1	800 Words	#3
Seven News	#2	The X Factor	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#7
The X Factor	#6	Seven News	#10
<b>16-39s</b>		<b>18-49s</b>	
800 Words	#4	800 Words	#3
The X Factor	#5	The X Factor	#5
Ramsay's Kitchen Nightmares	#7	Ramsay's Kitchen Nightmares	#7
Home and Away	#9	Seven News – Today Tonight	#9
Seven News – Today Tonight	#10		

- **Seven News** (1.031 million). Seven News wins network – up 63,000 viewers on Nine News, a 7% audience advantage.
- **Seven News – Today Tonight** (1.012 million). Seven News – Today Tonight wins network – up 25,000 viewers on Nine News – 6:30pm, a 3% audience advantage.
- **The X Factor** (1.017 million) peaks at 1.246 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** (1.046 million) peaks at 1.428 million, wins its timeslot and is Tuesday's number one most-watched programme – 27 share in total viewers, 25 share in 18-49s and 27 share in 25-54s.
- **Ramsay's Kitchen Nightmares** (0.491 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 31 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.

### Wednesday

- Seven wins in news.
- Seven wins at 5:30pm. The Chase is up 19% on Hot Seat.
- Seven wins in breakfast television. Sunrise is up 13% on Today.
- Seven wins in morning television. The Morning Show is up 38% on Mornings.
- 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	#1	Highway Patrol	#3
Seven News – Today Tonight	#4	Border Security	#6
Highway Patrol	#6	Home and Away	#10
Border Security	#10		
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#4	Highway Patrol	#4
Highway Patrol	#6	Border Security	#7
Border Security	#8	Home and Away	#9

#### Thursday

- Seven wins in news.
- 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 3% on Nine + Go + Gem and up 3% 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 breakfast television. Sunrise is up 8% on Today.
- Seven wins in morning television. The Morning Show is up 66% on Mornings.

#### 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 46% on Nine and up 44% on Ten in total viewers.
  - Seven is up 69% on Nine and up 9% on Ten in 16-39s. Seven is up 47% on Nine and up 6% on Ten in 18-49s. Seven is up 47% on Nine and up 12% 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 11% on Nine (Nine + Go + Gem) and up 51% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 17% on Ten in 16-39s. Seven is up 10% on Ten in 18-49s. Seven is up 3% on Nine and up 13% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase is up 21% on Hot Seat.

- 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Better Homes and Gardens	#5
Better Homes and Gardens	#4	Seven News	#6
Seven News – Today Tonight	#5	Seven News – Today Tonight	#7
The Chase	#10		
<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#4	Better Homes and Gardens	#3
Seven News	#5	Seven News	#4
Seven News – Today Tonight	#8	Seven News – Today Tonight	#7

- **Seven News** (0.897 million). Seven News wins network – up 22,000 viewers on Nine News, a 3% audience advantage.
- **Better Homes and Gardens** (0.818 million) wins its timeslot and ranks in Friday's top five 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 69% on Nine and up 165% on Ten in total viewers.
  - Seven is up 99% on Nine and up 63% on Ten in 16-39s. Seven is up 103% on Nine and up 113% on Ten in 18-49s. Seven is up 97% on Nine and up 119% on Ten in 25-54s.
- Seven wins in primetime combined audiences.
  - Seven + 7TWO + 7mate is number one for total viewers, 18-49s and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate) is up 24% on Nine (Nine + Go + Gem) and up 112% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 26% on Nine and up 47% on Ten in 16-39s. Seven is up 43% on Nine and up 70% on Ten in 18-49s. Seven is up 45% on Nine and up 76% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 12% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	Star Wars	#1
Star Wars	#5	Seven News	#3
I Am Number Four	#9	I Am Number Four	#4
		Sunrise	#10
<b>16-39s</b>		<b>18-49s</b>	
Star Wars	#1	Star Wars	#1
Seven News	#6	Seven News	#3
I am Number Four	#7	I Am Number Four	#4
		Sunrise	#9

- **Saturday Night At The Movies: Star Wars: Episode III: Revenge of the Sith** (0.630 million – not broadcast in Perth) is Saturday's number one most-watched programme for 16-39s, 18-49s and 25-54s – 30 share in 16-39s, 31 share in 18-49s and 27 share in 25-54s.
- **Saturday Night At The Movies: I Am Number Four** (0.304 million – not broadcast in Perth) wins in total viewers, 16-39s, 18-49s and 25-54s – 28 share in 18-49s and 30 share in 25-54s.

#### Live and As-Live Data

##### Week 42 Primetime Shares

ABC1:	13.1%
Seven:	20.8%
Nine:	18.7%
Ten:	13.4%
SBS1:	4.9%

ABC2:	2.7%
ABC3:	0.6%
ABC News 24:	1.4%
7TWO:	5.1%
7mate:	3.5%
GO!:	5.3%
Gem:	3.5%
One:	2.9%
Eleven:	2.9%
SBS2:	1.1%
NITV:	0.1%

##### Week 42 Combined Multiple Channels Primetime Shares

ABC:	17.8%
Seven:	29.4%
Nine:	27.5%
Ten:	19.2%
SBS:	6.2%