

4 May 2015

Seven Network Ratings Report

Week 18: 26 April – 2 May 2015

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers.

Seven wins in primetime on digital channels.

- 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers on the combined audiences of all multiple channels.

Seven wins in breakfast television.

- Sunrise is up 10% on Today in total viewers.

Seven wins in morning television.

- The Morning is up 18% on Mornings in total viewers.

Seven dominates the most-watched programmes:

- | | |
|------------------------------|---------------|
| - My Kitchen Rules – Monday | 2.336 million |
| - My Kitchen Rules – Tuesday | 2.191 million |
| - My Kitchen Rules – Sunday | 2.064 million |
| - Seven News – Sunday | 2.046 million |
| - Sunday Night | 1.655 million |
| - Seven News – Saturday | 1.652 million |
| - Seven News | 1.329 million |
| - Home and Away | 1.291 million |
| - Better Homes and Gardens | 1.281 million |

Metropolitan and Regional Combined Audiences



Seven deliver across the week.

- AFL on Seven: Sunday Afternoon Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- My Kitchen Rules peaks at 1.735 million and wins across its broadcast timeslot.
- Sunday Night wins across its broadcast timeslot, and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.931 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Revenge wins in 16-39s and ranks in Monday's top ten most-watched programmes for 16-39s and 18-49s.
- My Kitchen Rules peaks at 1.799 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Ramsay's Kitchen Nightmares wins in total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens wins in 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 broadcast markets on Seven.
- Friday Night At The Movies: Pitch Perfect dominates in 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- Saturday Night At The Movies: Pitch Perfect dominates in 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- Saturday Night At The Movies: After Earth dominates in 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.

Primetime audience demographics for primary channels

6:00pm-midnight Week 18, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.7%	20.7%	10.6%	13.1%	4.9%
16-39s	23.7%	23.8%	12.5%	5.6%	3.2%
18-49s	23.2%	23.6%	12.7%	6.4%	3.8%
25-54s	23.0%	23.9%	12.5%	7.3%	4.1%

Primetime audience demographics for digital channels

6:00pm-midnight Week 18, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.4%	1.3%	1.6%	1.9%
7mate	4.6%	7.0%	6.8%	6.2%
GO!	4.5%	5.9%	5.4%	5.0%
Gem	3.1%	2.9%	2.7%	2.8%
One:	2.9%	3.0%	3.5%	3.5%
Eleven	2.6%	4.3%	3.9%	3.7%
ABC2:	2.6%	3.5%	3.0%	2.8%
ABC3	0.5%	0.4%	0.4%	0.4%
ABC News 24	1.3%	1.0%	1.3%	1.3%
SBS2	1.2%	1.8%	1.5%	1.5%
NITV	0.2%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 18, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.7%	28.2%	16.2%	17.6%	6.3%
16-39s	32.1%	32.6%	19.8%	10.5%	5.1%
18-49s	31.6%	31.7%	20.1%	11.1%	5.5%
25-54s	31.1%	31.7%	19.7%	11.7%	5.8%

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 1 for total viewers.
 - Seven is up 7% on Nine and up 170% on Ten in total viewers.
 - Seven is up 118% on Ten in 16-39s. Seven is up 128% on Ten in 18-49s. Seven is up 136% 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 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 14% on Nine (Nine + Go + Gem) and up 154% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 3% on Nine and up 111% on Ten in 16-39s. Seven is up 2% on Nine and up 116% on Ten in 18-49s. Seven is up 3% on Nine and up 106% 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	
My Kitchen Rules	#2	My Kitchen Rules	#3
Seven News	#3	Seven News	#5
Sunday Night	#6	Sunday Night	#6
16-39s		18-49s	
My Kitchen Rules	#3	My Kitchen Rules	#3
Seven News	#4	Seven News	#5
Sunday Night	#7	Sunday Night	#7

- **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** (1.363 million). Seven News wins network – up 61,000 viewers on Nine News, a 5% audience advantage.
- **My Kitchen Rules** (1.417 million) peaks at 1.735 million and wins across its broadcast timeslot – 27 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.
- **Sunday Night** (1.060 million) wins across its broadcast timeslot, and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 15% on Nine and up 146% on Ten in total viewers.
 - Seven is up 24% on Nine and up 133% on Ten in 16-39s. Seven is up 9% on Nine and up 103% on Ten in 18-49s. Seven leads Nine and is up 109% 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 on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers, 16-39s and 18-49s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 15% on Nine (Nine + Go + Gem) and up 103% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 13% on Nine and up 70% on Ten in 16-39s. Seven is up 5% on Nine and up 57% on Ten in 18-49s. Seven is up 61% on Ten in 25-54s.
- 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	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#5	Seven News	#8
Seven News – Today Tonight	#6	Home and Away	#9
Home and Away	#9	Seven News – Today Tonight	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#4	Home and Away	#8
Revenge	#5	Revenge	#9
		Seven News	#10

- **Home and Away** (0.859 million) wins in 16-39s.
- **My Kitchen Rules** (1.552 million) peaks at 1.931 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 37 share in 16-39s, 33 share in 18-49s and 33 share in 25-54s.
- **Revenge** (0.649 million) wins in 16-39s and ranks in Monday's top ten most-watched programmes for 16-39s and 18-49s.

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 16% on Nine and up 93% on Ten in total viewers.
 - Seven is up 11% on Nine and up 113% on Ten in 16-39s. Seven is up 9% on Nine and up 101% on Ten in 18-49s. Seven is up 6% on Nine and up 97% 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 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 13% on Nine (Nine + Go + Gem) and up 78% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 6% on Nine and up 78% on Ten in 16-39s. Seven is up 9% on Nine and up 69% on Ten in 18-49s. Seven is up 8% on Nine and up 68% on Ten in 25-54s.
- 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	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#5	Ramsay's Kitchen Nightmares	#4
Seven News – Today Tonight	#6	Home and Away	#9
Home and Away	#9	Seven News – Today Tonight	#10
Ramsay's Kitchen Nightmares	#10		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#5	Ramsay's Kitchen Nightmares	#3
Seven News – Today Tonight	#6	Home and Away	#8
Home and Away	#9		
Ramsay's Kitchen Nightmares	#10		

- **My Kitchen Rules** (1.495 million) peaks at 1.799 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 34 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.
- **Ramsay's Kitchen Nightmares** (0.750 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 29 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.

Wednesday

- Seven wins in breakfast television. Sunrise is up 11% on Today.
- Seven wins in morning television. The Morning Show is up 10% on Mornings.
- Seven wins in primetime on digital channels. 7TWO is the most-watched digital channel for total viewers and 7mate is the most-watched digital channel for 18-49s and 25-54s.

Thursday

- Seven wins in primetime on combined audiences of all channels.
Seven + 7TWO + 7mate is number one for total viewers: up 2% on Nine + Go + Gem and up 48% on Ten + One + Eleven.
- Seven wins in primetime on digital channels. 7TWO is the most-watched digital channel for total viewers.
- 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 84% on Nine and up 130% on Ten in total viewers.
 - Seven is up 122% on Nine and up 144% on Ten in 16-39s. Seven is up 117% on Nine and up 133% on Ten in 18-49s. Seven is up 99% on Nine and up 115% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 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 59% on Nine (Nine + Go + Gem) and up 109% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 65% on Nine and up 115% on Ten in 16-39s. Seven is up 70% on Nine and up 100% on Ten in 18-49s. Seven is up 59% on Nine and up 82% on Ten in 25-54s
- Seven wins in breakfast television. Sunrise is up 20% on Today.
- Seven wins in morning television. The Morning Show is up 20% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#4
Better Homes and Gardens	#6	Better Homes and Gardens	#5
		Pitch Perfect	#7
16-39s		18-49s	
Seven News – Today Tonight	#1	Seven News – Today Tonight	#2
Pitch Perfect	#4	Seven News	#3
Better Homes and Gardens	#5	Better Homes and Gardens	#5
AFL on Seven	#10	Pitch Perfect	#6

- **Better Homes and Gardens** (0.787 million) wins in 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 broadcast markets on Seven – 28 share in total viewers, 31 share in 16-39s, 31 share in 18-49s and 30 share in 25-54s.
- **Friday Night At The Movies: Pitch Perfect** dominates in 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 27 share in total viewers, 37 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 46% on Nine and up 169% on Ten in total viewers.
 - Seven is up 49% on Nine and up 184% on Ten in 16-39s. Seven is up 51% on Nine and up 175% on Ten in 18-49s. Seven is up 41% on Nine and up 160% on Ten in 25-54s
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 18-49s and 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 31% on Nine (Nine + Go + Gem) and up 139% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 31% on Nine and up 124% on Ten in 16-39s. Seven is up 33% on Nine and up 175% on Ten in 18-49s. Seven is up 27% on Nine and up 106% 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	#1	Seven News	#1
AFL on Seven	#10	Men In Black	#4
		AFL on Seven	#6
		After Earth	#10
16-39s		18-49s	
Seven News	#1	Seven News	#1
AFL on Seven	#4	AFL on Seven	#4
Men in Black	#5	Men In Black	#5
After Earth	#7	After Earth	#7
AFL on Seven: Post-Match	#8	AFL on Seven: Post-Match	#8
AFL on Seven: Pre-Match	#9		

- Seven News** (1.118 million). Seven News wins network – up 212,000 viewers on Nine News, a 23% audience advantage.
- AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 28 share in total viewers, 39 share in 16-39s, 37 share in 18-49s and 33 share in 25-54s.
- Saturday Night At The Movies: Pitch Perfect** dominates in 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 25 share in 16-39s, 25 share in 18-49s and 26 share in 25-54s.
- Saturday Night At The Movies: After Earth** dominates in 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 27 share in 16-39s.

Live and As-Live Data

Week 18 Primetime Shares

ABC1:	13.1%
Seven:	22.7%
Nine:	20.7%
Ten:	10.6%
SBS1:	4.9%

ABC2:	2.6%
ABC3:	0.5%
ABC News 24:	1.3%
7TWO:	4.4%
7mate:	4.6%
GO!:	4.5%
Gem:	3.1%
One:	2.9%
Eleven:	2.6%
SBS2:	1.2%
NITV:	0.2%

Week 18 Combined Multiple Channels Primetime Shares

ABC1:	17.6%
Seven:	31.7%
Nine:	28.2%
Ten:	16.2%
SBS:	6.3%

Ozdam Data. Share data for ABC, 7, 9, 10 and SBS represent network (aggregate) figures.