

11 May 2015

Seven Network Ratings Report

Week 19: 3 May – 9 May 2015

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 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, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.

Seven dominates the most-watched programmes:

- | | |
|----------------------------------|---------------|
| - My Kitchen Rules – Winner | 3.050 million |
| - My Kitchen Rules – Grand Final | 2.948 million |
| - My Kitchen Rules – Sunday | 2.410 million |
| - Seven News – Sunday | 2.233 million |
| - Seven News – Saturday | 1.544 million |
| - Seven News | 1.366 million |
| - Sunday Night | 1.338 million |
| - Home and Away | 1.336 million |
| - House Rules – Tuesday | 1.285 million |
| - Better Homes and Gardens | 1.215 million |

Metropolitan and Regional Combined Audiences

Seven wins in breakfast television.

- Sunrise leads Today in total viewers.

Seven wins in morning television.

- The Morning leads Mornings in total viewers.



Seven deliver across the week.

- My Kitchen Rules peaks at 2.080 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Sunday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night out-ranks the Logie Awards and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules – Final peaks at 2.357 million and dominates in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules – Winner peaks at 2.376 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.311 million, and ranks in Tuesday's top four most-watched programmes for 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.
- 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: Men in Black 2 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 19, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.7%	19.1%	14.5%	12.9%	4.8%
16-39s	22.5%	20.5%	19.4%	5.2%	3.6%
18-49s	22.6%	20.6%	18.7%	6.1%	4.1%
25-54s	22.9%	20.9%	17.9%	7.2%	4.2%

Primetime audience demographics for digital channels

6:00pm-midnight Week 19, 2015				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.0%	1.0%	1.4%	1.7%
7mate	3.7%	5.7%	5.2%	4.8%
GO!	4.1%	5.6%	5.2%	4.8%
Gem	3.2%	2.5%	2.5%	2.5%
One:	2.6%	2.9%	3.1%	3.1%
Eleven	2.9%	4.8%	4.4%	4.1%
ABC2:	2.7%	3.4%	3.0%	2.9%
ABC3	0.5%	0.4%	0.4%	0.4%
ABC News 24	1.1%	0.7%	1.0%	1.0%
SBS2	1.1%	1.6%	1.5%	1.4%
NITV	0.2%	0.2%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 19, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	30.4%	26.4%	20.0%	17.3%	6.0%
16-39s	29.2%	28.6%	27.1%	9.7%	5.4%
18-49s	29.2%	28.3%	26.2%	10.6%	5.7%
25-54s	29.5%	28.2%	25.1%	11.5%	5.8%

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 news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 7% on Nine and up 159% on Ten.
- 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 and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 12% on Nine (Nine + Go + Gem) and up 131% on Ten in total viewers.
 - Seven is up 46% on Ten in 16-39s. Seven is up 65% on Ten in 18-49s. Seven leads Nine and is up 74% on Ten in 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	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Seven News	#2
Sunday Night	#4	Sunday Night	#5
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#4	Seven News	#2
Sunday Night	#7	Sunday Night	#6

- **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** (1.605 million). Seven News wins network – up 312,000 viewers on Nine News, a 24% audience advantage.
- **My Kitchen Rules** (1.667 million) peaks at 2.080 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Sunday's number 1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 34 share in 16-39s, 35 share in 18-49s and 35 share in 25-54s.
- **Sunday Night** (1.045 million) out-ranks the Logie Awards 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 118% on Nine and up 274% on Ten in total viewers.
 - Seven is up 160% on Nine and up 250% on Ten in 16-39s. Seven is up 143% on Nine and up 228% on Ten in 18-49s. Seven is up 125% on Nine and up 232% 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 92% on Nine (Nine + Go + Gem) and up 186% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 121% on Nine and up 152% on Ten in 16-39s. Seven is up 115% on Nine and up 135% on Ten in 18-49s. Seven is up 101% on Nine and up 111% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules – Winner	#1	My Kitchen Rules – Winner	#1
My Kitchen Rules – Final	#2	My Kitchen Rules – Final	#2
Seven News	#4	Home and Away	#7
Seven News – Today Tonight	#5	Seven News – Today Tonight	#8
Home and Away	#7	Seven News	#10
16-39s		18-49s	
My Kitchen Rules – Winner	#1	My Kitchen Rules – Winner	#1
My Kitchen Rules – Final	#2	My Kitchen Rules – Final	#2
Home and Away	#5	Home and Away	#7
Seven News – Today Tonight	#8	Seven News	#10

- **Home and Away** (0.954 million) wins.
- **My Kitchen Rules – Final** (2.084 million) peaks at 2.357 million and dominates in total viewers, 16-39s, 18-49s and 25-54s – 43 share in total viewers, 42 share in 16-39s, 50 share in 18-49s and 48 share in 25-54s.
- **My Kitchen Rules – Winner** (2.132 million) peaks at 2.376 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 50 share in total viewers, 57 share in 16-39s, 54 share in 18-49s and 54 share in 25-54s.

Tuesday

- Seven wins in breakfast television. Sunrise is up 20% on Today.
- Seven wins in morning television. The Morning Show is up 15% on Mornings.
- Seven scores in the most-watched programmes:

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

- **Home and Away** (0.883 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **House Rules** (0.791 million) peaks at 1.311 million, and ranks in Tuesday's top four most-watched programmes for 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
- 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 wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.

Thursday

- Seven wins in breakfast television. Sunrise is up 12% on Today.
- Seven wins in morning television. The Morning Show is up 54% on Mornings.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 9% on Nine and up 35% on Ten.
- 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 8% on Nine + Go + Gem and up 42% on Ten + One + Eleven in total viewers.
- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 33 share in total viewers, 33 share in 16-39s, 32 share in 18-49s and 32 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 62% on Nine and up 114% on Ten in total viewers.
 - Seven is up 73% on Nine and up 53% on Ten in 16-39s. Seven is up 58% on Nine and up 87% on Ten in 18-49s. Seven is up 51% on Nine and up 98% on Ten in 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 102% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 31% on Nine and up 53% on Ten in 16-39s. Seven is up 23% on Nine and up 47% on Ten in 18-49s. Seven is up 22% on Nine and up 32% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 9% 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: Afternoon	#9	Men in Black 2	#4
		AFL on Seven: Pre-Match	#10
16-39s		18-49s	
Seven News	#1	Seven News	#1
Men in Black 2	#4	Men in Black 2	#4
AFL on Seven: Pre-Match	#6	AFL on Seven: Pre-Match	#7
AFL on Seven: Afternoon	#9	AFL on Seven	#8
AFL on Seven	#10	AFL on Seven: Afternoon	#10

- **AFL on Seven: Saturday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (1.092 million). Seven News wins network – up 253,000 viewers on Nine News, a 30% 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 – 26 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.
- **Saturday Night At The Movies: Men in Black 2** dominates in 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 27 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.

Live and As-Live Data

Week 19 Primetime Shares

ABC1:	12.9%
Seven:	22.7%
Nine:	19.1%
Ten:	14.5%
SBS1:	4.8%

ABC2:	2.7%
ABC3:	0.5%
ABC News 24:	1.1%
7TWO:	4.0%
7mate:	3.7%
GO!:	4.1%
Gem:	3.2%
One:	2.6%
Eleven:	2.9%
SBS2:	1.1%
NITV:	0.2%

Week 19 Combined Multiple Channels Primetime Shares

ABC1:	17.3%
Seven:	30.4%
Nine:	26.4%
Ten:	20.0%
SBS:	6.0%

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