

6 July 2015

## Seven Network Ratings Report

Week 27: 28 June – 4 July 2015



### Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers.

### Seven wins in primetime on digital channels.

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

### Seven wins in breakfast television.

- Sunrise is up 9% on Today in total viewers.

### Seven wins in morning television.

- The Morning is up 36% on Mornings in total viewers.

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

- Seven News – Sunday	1.831 million
- House Rules – Sunday	1.812 million
- House Rules – Tuesday	1.591 million
- Sunday Night	1.442 million
- House Rules – Monday	1.417 million
- Seven News – Saturday	1.282 million
- Better Homes and Gardens	1.273 million
- Seven News	1.270 million
- Home and Away	1.250 million

Metropolitan and Regional Combined Audiences

### Seven is number 1 in 2015

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s 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.

### Seven + 7TWO + 7mate is number 1 in 2015.

- Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels across the current television season.

### Primetime audience demographics for primary channels

#### 6:00pm-midnight Week 27, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.3%	20.9%	14.1%	13.0%	4.8%
16-39s	18.1%	22.5%	18.7%	5.6%	3.4%
18-49s	18.3%	22.4%	18.1%	6.8%	3.9%
25-54s	18.5%	22.6%	17.6%	7.8%	4.1%

### Primetime audience demographics for digital channels

#### 6:00pm-midnight Week 27, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.2%	3.0%	3.1%	3.4%
7mate	4.2%	6.2%	5.9%	5.5%
GO!	4.3%	5.9%	5.4%	5.1%
Gem	3.3%	2.5%	2.5%	2.5%
One:	2.6%	2.5%	3.0%	3.1%
Eleven	2.7%	4.8%	4.2%	3.9%
ABC2:	2.9%	3.9%	3.4%	3.2%
ABC3	0.6%	0.5%	0.5%	0.4%
ABC News 24	1.1%	0.8%	1.0%	1.0%
SBS2	1.0%	1.3%	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 27, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.7%	28.4%	19.4%	17.6%	5.9%
16-39s	27.4%	30.9%	26.0%	10.8%	4.9%
18-49s	27.4%	30.3%	25.3%	11.7%	5.4%
25-54s	27.4%	30.1%	24.5%	12.5%	5.5%

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. Sunrise leads Today.
- 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 scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	House Rules	#5
House Rules	#5	Seven News	#6
Sunday Night	#7	Sunday Night	#7
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#5	House Rules	#5
Seven News	#7	Seven News	#6
Sunday Night	#8	Sunday Night	#7

- **Seven News** (1.184 million).
- **House Rules** (1.019 million) peaks at 1.262 million and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night** (0.846 million) peaks at 1.192 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 breakfast television. Sunrise is up 22% on Today.
- Seven wins in morning television. The Morning Show is up 34% on Mornings.
- **House Rules** (0.868 million) peaks at 1.034 million and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

### Tuesday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- 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 scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	House Rules	#3
Seven News – Today Tonight	#7	Seven News	#8
House Rules	#8	Home and Away	#9
Home and Away	#10	Seven News – Today Tonight	#10
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#3	House Rules	#3
Home and Away	#6	Home and Away	#9
Seven News	#10	Seven News – Today Tonight	#10

- **House Rules** (0.942 million) peaks at 1.148 million and is one of Tuesday's top three 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 + 7TWO + 7mate is up 4% on Nine + Go + Gem and up 32% 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 and 18-49s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.

### Thursday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 22% on Nine and up 17% 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 25-54s.
- 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 17% on Nine + Go + Gem and up 28% on Ten + One + Eleven.
- Seven wins in breakfast television. Sunrise ties with Today.
- Seven wins in morning television. The Morning Show is up 75% on Mornings.
- **AFL on Seven: Thursday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 27 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.

### 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 35% on Nine and up 93% on Ten in total viewers.
  - Seven is up 27% on Nine and up 58% on Ten in 16-39s. Seven is up 25% on Nine and up 46% on Ten in 18-49s. Seven is up 31% on Nine and up 58% 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, 18-49s and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate) is up 43% on Nine (Nine + Go + Gem) and up 101% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 25% on Nine and up 61% on Ten in 16-39s. Seven is up 26% on Nine and up 50% on Ten in 18-49s. Seven is up 30% on Nine and up 57% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 13% on Today.
- Seven wins in morning television. The Morning Show is up 20% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Better Homes and Gardens	#6
Seven News – Today Tonight	#4	Seven News	#7
Better Homes and Gardens	#5	Seven News – Today Tonight	#8
		AFL on Seven	#10
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven	#7	AFL on Seven	#7
Seven News – Today Tonight	#8	Better Homes and Gardens	#8
Better Homes and Gardens	#9	Seven News – Today Tonight	#10

- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 37 share in total viewers, 37 share in 16-39s, 38 share in 18-49s and 37 share in 25-54s.

## Saturday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers, 18-49s and 25-54s.
  - Seven is up 26% on Nine and up 94% on Ten in total viewers.
  - Seven is up 69% on Ten in 16-39s. Seven leads Nine and is up 69% on Ten in 18-49s. Seven is up 12% on Nine and up 77% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for 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 20% on Nine (Nine + Go + Gem) and up 105% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 3% on Nine and up 67% on Ten in 16-39s. Seven is up 4% on Nine and up 65% on Ten in 18-49s. Seven is up 14% on Nine and up 68% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise is up 25% on Weekend Today across 7:00-10:00am.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 25 share in total viewers, 32 share in 16-39s, 30 share in 18-49s and 29 share in 25-54s.

#### Live and As-Live Data

##### Week 27 Primetime Shares

ABC1:	13.0%
Seven:	19.3%
Nine:	20.9%
Ten:	14.1%
SBS1:	4.8%

ABC2:	2.9%
ABC3:	0.6%
ABC News 24:	1.1%
7TWO:	5.2%
7mate:	4.2%
GO!:	4.3%
Gem:	3.3%
One:	2.6%
Eleven:	2.7%
SBS2:	1.0%
NITV:	0.1%

##### Week 27 Combined Multiple Channels Primetime Shares

ABC1:	17.6%
Seven:	28.7%
Nine:	28.4%
Ten:	19.4%
SBS:	5.9%