

5 October 2015

Seven Network Ratings Report

Week 40: 27 September – 3 October 2015



Seven wins in news.

- Seven News is up 8% on Nine News.

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.

- 7TWO is number 1 for total viewers in primetime on digital channels.

Seven wins in primetime combined audiences.

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

Seven dominates with AFL

- AFL on Seven: The Grand Final dominates across Saturday afternoon, with a peak metropolitan and combined audience of 3.989 million.
- AFL on Seven: The Brownlow Medal dominates across Monday primetime in its broadcast markets on Seven.

Seven wins at 5:30pm.

- The Chase is up 14% on Hot Seat.

Seven wins in breakfast television.

- Sunrise ties with Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 17% on Mornings in total viewers.

Seven dominates the most-watched programmes.

- The X Factor peaks at 1.249 million, wins its timeslot and ranks in Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Sunday Night At The Movies: Pitch Perfect wins in total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.437 million, dominates its timeslot and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.

- 800 Words peaks at 1.409 million, dominates in total viewers, 16-39s, 18-49s and 25-54s, and is Tuesday's number one most-watched programme for total viewers, 18-49s and 25-54s.
- Better Homes and Gardens peaks at 1.160 million, wins its timeslot, and is Friday's most-watched programme for 16-39s and 25-54s and one of the top two most-watched programmes for total viewers and 18-49s.
- Saturday Night At The Movies: Star Wars: Episode 1: The Phantom Menace peaks at 1.173 million and dominates in total viewers, 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: Con Air wins in 16-39s, 18-49s and 25-54s.

Seven scores in the most-watched programmes:

-	AFL on Seven: The Grand Final	3.523 million
-	AFL on Seven: Presentations	2.990 million
-	AFL on Seven: On the Ground	2.699 million
-	Seven News – Saturday	2.018 million
-	800 Words	1.889 million
-	AFL on Seven: Post-Match	1.817 million
-	The X Factor – Tuesday	1.697 million
-	Seven News – Sunday	1.690 million
-	The X Factor – Sunday	1.538 million
-	AFL on Seven: Entertainment	1.484 million
-	Better Homes and Gardens	1.459 million
-	Seven News	1.315 million
-	Home and Away	1.244 million
-	AFL on Seven: The Brownlow Medal	1.225 million
-	Star Wars: Episode 1: The Phantom Menace	1.224 million
-	Caught on Dashcam	1.105 million
-	Seven News – Today Tonight	1.053 million

Metropolitan and Regional Combined Audiences

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, and 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, 16-39s and 18-49s on the combined audiences of all multiple channels across the current television season.

Primetime audience demographics for primary channels

6:00pm-midnight Week 40, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.2%	19.1%	12.7%	14.0%	4.7%
16-39s	22.9%	20.8%	18.5%	5.6%	2.8%
18-49s	23.2%	20.9%	17.0%	7.0%	3.2%
25-54s	23.1%	21.2%	16.2%	8.1%	3.6%

Primetime audience demographics for digital channels

6:00pm-midnight Week 40, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.9%	1.8%	2.0%	2.4%
7mate	3.1%	4.9%	4.6%	4.2%
GO!	4.1%	5.6%	5.0%	4.5%
Gem	4.0%	4.1%	3.8%	3.9%
One	2.8%	2.6%	3.1%	3.2%
Eleven	2.6%	4.8%	4.2%	3.7%
ABC2	2.6%	2.7%	2.6%	2.5%
ABC3	0.6%	0.4%	0.5%	0.4%
ABC News 24	1.5%	1.0%	1.3%	1.4%
SBS2	0.9%	1.3%	1.2%	1.2%
NITV:	0.2%	0.3%	0.3%	0.2%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 40, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	30.2%	27.2%	18.1%	18.7%	5.9%
16-39s	29.6%	30.4%	25.9%	9.6%	4.5%
18-49s	29.8%	29.8%	24.3%	11.4%	4.7%
25-54s	29.7%	29.7%	23.1%	12.4%	5.0%

FTA Channels and Total TV

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

- **AFL on Seven: The Grand Final** dominates across Saturday

COMBINED (METRO + REGIONAL)	COMBINED	
	Average	Peak
SEVEN'S AFL: GRAND FINAL: HAWTHORN V WEST COAST	3,523,000	3,989,000

METRO	METRO	
	Average	Peak
SEVEN'S AFL: GRAND FINAL: HAWTHORN V WEST COAST	2,635,000	2,896,000

COMBINED (METRO + REGIONAL)	COMBINED	
	Average	Peak
SEVEN'S AFL: GRAND FINAL: GAME DAY	401,000	650,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	602,000	853,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	1,484,000	2,500,000
SEVEN'S AFL: GRAND FINAL: ON THE GROUND	2,699,000	3,054,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	2,990,000	3,381,000
SEVEN'S AFL: GRAND FINAL: POST MATCH	1,817,000	2,982,000

METRO	METRO	
	Average	Peak
SEVEN'S AFL: GRAND FINAL: GAME DAY	271,000	423,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	441,000	597,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	1,131,000	1,867,000
SEVEN'S AFL: GRAND FINAL: ON THE GROUND	2,048,000	2,282,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	2,205,000	2,459,000
SEVEN'S AFL: GRAND FINAL: POST MATCH on Ch 7	1,599,000	2,185,000
SEVEN'S AFL: GRAND FINAL: POST MATCH on 7TWO	68,000	92,000
SEVEN'S AFL: GRAND FINAL: POST MATCH on 7mate	78,000	120,000

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s and 18-49s.
 - Seven is up 13% on Nine and up 118% on Ten in total viewers.
 - Seven is up 3% on Nine and up 63% on Ten in 16-39s. Seven leads Nine and is up 68% on Ten in 18-49s. Seven is up 82% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s.
- 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 110% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	The X Factor	#3
The X Factor	#4	Seven News	#4
Pitch Perfect	#10	Pitch Perfect	#6
16-39s		18-49s	
The X Factor	#3	The X Factor	#3
Pitch Perfect	#4	Seven News	#4
Seven News	#7	Pitch Perfect	#6

- **Seven News** (1.126 million). Seven News wins network – up 87,000 viewers on Nine News, an 8% audience advantage.
- **The X Factor** (1.011 million) peaks at 1.249 million, wins its timeslot and ranks in Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Sunday Night At The Movies: Pitch Perfect** (0.500 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 30 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s,

Monday

- 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 60% on Nine and up 168% on Ten in total viewers.
 - Seven is up 66% on Nine and up 95% on Ten in 16-39s. Seven is up 50% on Nine and up 64% on Ten in 18-49s. Seven is up 38% on Nine and up 100% 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 46% on Nine (Nine + Go + Gem) and up 135% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 35% on Nine and up 65% on Ten in 16-39s. Seven is up 26% on Nine and up 64% on Ten in 18-49s. Seven is up 21% on Nine and up 43% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 9% on Today.
- Seven wins in morning television. The Morning Show is up 19% on Mornings.
- Seven wins at 5:30pm. The Chase is up 17% on Hot Seat.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	The Brownlow Medal	#2
The Brownlow Medal	#2	Seven News	#5
Seven News - Today Tonight	#5	Seven News – Today Tonight	#9
16-39s		18-49s	
The Brownlow Medal	#2	The Brownlow Medal	#2
Home and Away	#7	Seven News	#7
Seven News	#8	Seven News – Today Tonight	#8
Seven News – Today Tonight	#9		
The Brownlow Medal Carpet	#10		

- **Seven News** (1.153 million). Seven News wins network – up 129,000 viewers on Nine News, a 13% audience advantage.
- **AFL on Seven: The Brownlow Medal** (1.022 million) dominates across its primetime broadcast markets on Seven – 43 share in total viewers, 49 share in 16-39s, 45 share in 18-49s and 43 share in 25-54s.

Tuesday

- 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 32% on Nine and up 84% on Ten in total viewers.
 - Seven is up 18% on Nine and up 35% on Ten in 16-39s. Seven is up 23% on Nine and up 46% on Ten in 18-49s. Seven is up 26% on Nine and up 50% 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 25-54s.
- Seven wins in primetime 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 29% on Nine (Nine + Go + Gem) and up 70% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 6% on Nine and up 15% on Ten in 16-39s. Seven is up 15% on Nine and up 22% on Ten in 18-49s. Seven is up 16% on Nine and up 26% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase is up 18% 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:

All People		25-54s	
800 Words	#1	800 Words	#1
Seven News	#2	The X Factor	#3
Seven News – Today Tonight	#3	Seven News – Today Tonight	#4
The X Factor	#4	Seven News	#6
Home and Away	#10	Home and Away	#10
16-39s		18-49s	
800 Words	#2	800 Words	#1
The X Factor	#3	The X Factor	#3
Home and Away	#6	Seven News – Today Tonight	#5
Seven News – Today Tonight	#7	Home and Away	#7
Seven News	#8	Seven News	#8

- **Seven News** (1.110 million). Seven News wins network – up 88,000 viewers on Nine News, a 9% audience advantage.
- **Seven News – Today Tonight** (1.093 million). Seven News – Today Tonight wins network – up 56,000 viewers on Nine News – 6:30pm, a 5% audience advantage.
- **The X Factor** (1.094 million) peaks at 1.437 million, dominates its timeslot and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- **800 Words** (1.159 million) peaks at 1.409 million, dominates in total viewers, 16-39s, 18-49s and 25-54s, and is Tuesday's number one most-watched programme for total viewers, 18-49s and 25-54s – 30 share in total viewers, 29 share in 16-39s, 30 share in 18-49s and 31 share in 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in primetime on digital channels. 7TWO is the most-watched digital channel for total viewers.

Thursday

- Seven wins in news.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- 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 33% on Nine and up 56% on Ten in total viewers.
 - Seven is up 21% on Nine and up 26% on Ten in 16-39s. Seven is up 25% on Nine and up 27% on Ten in 18-49s. Seven is up 34% on Nine and up 23% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s.
- Seven wins in primetime 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 23% on Nine (Nine + Go + Gem) and up 52% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 10% on Nine and up 22% on Ten in 16-39s. Seven is up 12% on Nine and up 20% on Ten in 18-49s. Seven is up 21% on Nine and up 23% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase is up 10% on Hot Seat.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven scores in the most-watched programmes:

All People

Seven News	#1
Better Homes and Gardens	#2
Seven News – Today Tonight	#3

25-54s

Better Homes and Gardens	#1
Seven News – Today Tonight	#4
Seven News	#5

16-39s

Better Homes and Gardens	#1
Seven News	#5
Seven News – Today Tonight	#6

18-49s

Better Homes and Gardens	#2
Seven News – Today Tonight	#4
Seven News	#5

- **Seven News** (0.964 million). Seven News wins network – up 45,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (0.920 million). Seven News – Today Tonight wins network – up 40,000 viewers on Nine News – 6:30pm, a 5% audience advantage.
- **Better Homes and Gardens** (0.953 million) peaks at 1.160 million, wins its timeslot, and is Friday’s most-watched programme for 16-39s and 25-54s and one of the top two most-watched programmes for total viewers and 18-49s – 26 share in total viewers and 25 share in 25-54s.

Saturday

- 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 81% on Nine and up 282% on Ten in total viewers.
 - Seven is up 76% on Nine and up 249% on Ten in 16-39s. Seven is up 88% on Nine and up 294% on Ten in 18-49s. Seven is up 79% on Nine and up 307% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers and 25-54s.
- Seven wins in primetime 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 185% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 23% on Nine and up 166% on Ten in 16-39s. Seven is up 38% on Nine and up 196% on Ten in 18-49s. Seven is up 33% on Nine and up 193% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven scores in the most-watched programmes:

All People

AFL on Seven: The Grand Final	#1
AFL on Seven: Presentations	#2
AFL on Seven: On the Ground	#3
AFL on Seven: Post-Match	#4
Seven News	#5
AFL on Seven: Entertainment	#6
Star Wars: Episode 1	#9

25-54s

AFL on Seven: The Grand Final	#1
AFL on Seven: Presentations	#2
AFL on Seven: On the Ground	#3
AFL on Seven: Post-Match	#4
Seven News	#5
AFL on Seven: Entertainment	#6
Star Wars: Episode 1	#7
AFL on Seven: Preview	#10

16-39s

AFL on Seven: The Grand Final	#1
AFL on Seven: Presentations	#2
AFL on Seven: On the Ground	#3
AFL on Seven: Post-Match	#4
AFL on Seven: Entertainment	#5
Seven News	#6
Star Wars: Episode 1	#7
AFL on Seven: Preview	#10

18-49s

AFL on Seven: The Grand Final	#1
AFL on Seven: Presentations	#2
AFL on Seven: On the Ground	#3
AFL on Seven: Post-Match	#4
Seven News	#5
AFL on Seven: Entertainment	#6
Star Wars: Episode 1	#7
Con Air	#10

- **AFL on Seven: The Grand Final** dominates across Saturday afternoon, with a peak metropolitan and combined audience of 3.989 million.
- **Seven News** (1.368 million). Seven News wins network – up 623,000 viewers on Nine News, an 84% audience advantage.
- **Saturday Night At The Movies: Star Wars: Episode 1: The Phantom Menace** (0.830 million) peaks at 1.173 million and dominates in total viewers, 16-39s, 18-49s and 25-54s – 31 share in 16-39s, 33 share in 18-49s and 30 share in 25-54s.
- **Saturday Night At The Movies: Con Air** (0.335 million) wins in 16-39s, 18-49s and 25-54s – 26 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.

Live and As-Live Data

Week 40 Primetime Shares

ABC1:	14.0%
Seven:	22.2%
Nine:	19.1%
Ten:	12.7%
SBS1:	4.7%

ABC2:	2.6%
ABC3:	0.6%
ABC News 24:	1.5%
7TWO:	4.9%
7mate:	3.1%
GO!:	4.1%
Gem:	4.0%
One:	2.8%
Eleven:	2.6%
SBS2:	0.9%
NITV:	0.2%

Week 40 Combined Multiple Channels Primetime Shares

ABC1:	18.7%
Seven:	30.2%
Nine:	27.2%
Ten:	18.1%
SBS:	5.9%