

15 February 2016

Seven Network Ratings Report

Week 7: 7 February – 13 February 2016

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 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 wins in news.

- Seven News leads Nine News.

Seven dominates the most-watched programmes in all key audiences.

- Seven dominates the top ten programmes for total viewers and in all key demographics, with 8 of the top 10 programmes for total viewers, 16-39s, 18-49s and 25-54s.

Seven dominates the most-watched programmes across Australia.

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|--|---------------|
| - My Kitchen Rules – Tuesday | 2.806 million |
| - Molly | 2.555 million |
| - My Kitchen Rules – Monday | 2.429 million |
| - My Kitchen Rules – Wednesday | 2.250 million |
| - My Kitchen Rules – Sunday | 2.092 million |
| - Wanted | 1.845 million |
| - Seven News – Sunday | 1.632 million |
| - Seven News Investigates: Anita Cobby | 1.580 million |
| - Home and Away | 1.308 million |
| - First Dates | 1.274 million |
| - Seven News | 1.214 million |
| - Seven News – Saturday | 1.205 million |

Metro and regional combined audiences



Seven wins at 5:30pm.

- The Chase leads Hot Seat.

Seven wins at 7:00pm.

- Home and Away wins at 7:00pm.

Seven wins in morning television.

- The Morning Show is up 42% on Mornings.

Super Bowl 50 dominates across Monday

- Seven's coverage of Super Bowl 50 reaches 1.75 million Australians across metropolitan and regional markets. Beyond Seven and 7mate on broadcast television, Super Bowl delivered 185,000 live streams and over 2.5 million minutes live streamed of Seven's coverage via PLUS7 and 7live.com.au.

Seven dominates the most-watched programmes in all key demographics

All People		25-54s	
My Kitchen Rules – Tuesday	#1	My Kitchen Rules – Tuesday	#1
Molly	#2	Molly	#2
My Kitchen Rules – Monday	#3	My Kitchen Rules – Monday	#3
My Kitchen Rules - Wednesday	#4	My Kitchen Rules – Wednesday	#4
My Kitchen Rules – Sunday	#5	My Kitchen Rules – Sunday	#5
Wanted	#7	Wanted	#7
Seven News Investigates: Anita Cobby	#8	First Dates	#8
Seven News – Sunday	#9	Seven News Investigate: Anita Cobby	#9
16-39s		18-49s	
My Kitchen Rules – Tuesday	#1	My Kitchen Rules – Tuesday	#1
My Kitchen Rules – Monday	#2	Molly	#2
My Kitchen Rules – Wednesday	#3	My Kitchen Rules – Monday	#3
Molly	#4	My Kitchen Rules – Wednesday	#4
My Kitchen Rules – Sunday	#5	My Kitchen Rules – Sunday	#5
First Dates	#6	First Dates	#7
Wanted	#8	Wanted	#8
Seven News Investigates: Anita Cobby	#10	Seven News Investigate Anita Cobby	#9

Seven deliver across the week.

- My Kitchen Rules peaks at 2.073 million, is up 58% on Australia's Got Talent and up 133% on I'm A Celebrity, and wins in total viewers, 16-39s, 18-49s and 25-54s on Sunday.
- Molly peaks at 2.165 million, dominates in all audience, and is Sunday's number one programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.113 million, is up 97% on Australia's Got Talent and up 128% on I'm A Celebrity, and is Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Seven News Investigates: Anita Cobby is the most-watched programme across its timeslot.
- My Kitchen Rules peaks at 2.248 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Wanted dominates in total viewers, 16-39s, 18-49s and 25-54s and is one of Tuesday's top three most-watched programmes in all key audiences.

- My Kitchen Rules peaks at 1.850 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- First Dates dominates in total viewers, 16-39s, 18-49s and 25-54s and ranks only behind My Kitchen Rules as Wednesday's most-watched for 16-39s, 18-49s and 25-54s.
- Thursday Night At The Movies: The Avengers wins in 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens wins its timeslot.
- Friday Night At The Movies: Notting Hill wins in 16-39s, 18-49s and 25-54s and is Friday's most-watched programme for 16-39s and 18-49s.
- Saturday Night At The Movies: Monsters University wins in 16-39s, 18-49s and 25-54s – 31 share in 16-39s, 29 share in 18-49s and 25 share in 25-54s.

Primetime audience demographics for primary channels

6:00pm-midnight Week 7, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	25.9%	18.2%	12.5%	13.5%	4.2%
16-39s	29.6%	17.6%	14.6%	5.0%	2.7%
18-49s	28.1%	18.3%	15.5%	5.8%	3.1%
25-54s	27.8%	18.7%	15.3%	6.9%	3.3%

Primetime audience demographics for digital channels

6:00pm-midnight Week 7, 2016				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.2%	0.8%	1.0%	1.3%
7mate	3.1%	4.9%	4.4%	4.2%
GO!	3.7%	5.3%	5.0%	4.6%
Gem	2.3%	2.0%	1.8%	1.8%
Life	2.3%	3.6%	3.4%	3.3%
One:	2.3%	2.3%	2.8%	2.8%
Eleven	2.1%	3.8%	3.3%	3.0%
ABC2:	3.1%	3.7%	3.3%	3.1%
ABC3	0.4%	0.2%	0.3%	0.2%
ABC News 24	1.5%	0.9%	1.2%	1.1%
SBS2	0.9%	1.2%	1.2%	1.1%
NITV	0.1%	0.1%	0.1%	0.1%
Food	0.8%	1.6%	1.4%	1.4%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 7, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	32.2%	26.5%	16.8%	18.4%	6.0%
16-39s	35.3%	28.5%	20.7%	9.9%	5.6%
18-49s	33.5%	28.5%	21.6%	10.5%	5.9%
25-54s	33.2%	28.5%	21.1%	11.3%	5.9%

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 breakfast television. Sunrise leads Today.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 129% on Nine and up 221% on Ten in total viewers.
 - Seven is up 187% on Nine and up 184% on Ten in 16-39s. Seven is up 173% on Nine and up 176% on Ten in 18-49s. Seven is up 162% on Nine and up 177% 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 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 75% on Nine (Nine + Go + Gem + Life) and up 164% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 88% on Nine and up 116% on Ten in 16-39s. Seven is up 89% on Nine and up 118% on Ten in 18-49s. Seven is up 89% on Nine and up 124% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Molly	#1	Molly	#1
My Kitchen Rules	#2	My Kitchen Rules	#2
Seven News	#3	Seven News	#3
16-39s		18-49s	
Molly	#1	Molly	#1
My Kitchen Rules	#2	My Kitchen Rules	#2
Seven News	#3	Seven News	#3

- **Seven News** (1.073 million). Seven News wins network – up 99,000 viewers on Nine News, a 10% audience advantage.
- **My Kitchen Rules** (1.409 million) peaks at 2.073 million, is up 58% on Australia's Got Talent and up 133% on I'm A Celebrity, and wins in total viewers, 16-39s, 18-49s and 25-54s – 35 share in total viewers, 50 share in 16-39s, 45 share in 18-49s and 43 share in 25-54s.
- **Molly** (1.788 million) peaks at 2.165 million, dominates in all audience, and is Sunday's number one programme for total viewers, 16-39s, 18-49s and 25-54s – 54 share in total viewers, 60 share in 16-39s, 62 share in 18-49s and 61 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 50% on Nine and up 151% on Ten in total viewers.
 - Seven is up 79% on Nine and up 141% on Ten in 16-39s. Seven is up 54% on Nine and up 104% on Ten in 18-49s. Seven is up 49% on Nine and up 112% 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 and 18-49s.
- 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 37% on Nine (Nine + Go + Gem + Life) and up 115% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 44% on Nine and up 141% on Ten in 16-39s. Seven is up 28% on Nine and up 70% on Ten in 18-49s. Seven is up 28% on Nine and up 75% on Ten in 25-54s.
- Super Bowl 50 dominates across Monday
 - Seven's coverage of Super Bowl 50 reaches 1.75 million Australians across metropolitan and regional markets.
 - Across the metropolitan markets, 1.2 million Australians watch all or part of Seven's coverage. Seven's coverage delivered a peak television audience of just over 900,000 viewers, up 13% on 2015.
 - Beyond Seven and 7mate on broadcast television, Super Bowl delivered 185,000 live streams and over 2.5 million minutes live streamed of Seven's coverage via PLUS7 and 7live.com.au.
- Seven wins at 5:30pm. The Chase is up 28% on Hot Seat.
- Seven scores in the most-watched programmes:

All People

My Kitchen Rules	#1
Seven News: Anita Cobby	#2
Seven News	#3
Seven News – Today Tonight	#6
Home and Away	#9

25-54s

My Kitchen Rules	#1
Seven News: Anita Cobby	#2
Home and Away	#10

16-39s

My Kitchen Rules	#1
Seven News: Anita Cobby	#2
Home and Away	#4

18-49s

My Kitchen Rules	#1
Seven News: Anita Cobby	#2
Home and Away	#6

- **Seven News** (1.033 million). Seven News wins network – up 32,000 viewers on Nine News, a 3% audience advantage.
- **Seven News – Today Tonight** (1.000 million).
- **Home and Away** (0.839 million) wins in 16-39s and 18-49s.
- **My Kitchen Rules** (1.675 million) peaks at 2.113 million, is up 97% on Australia's Got Talent and up 128% on I'm A Celebrity, and is the most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 41 share in total viewers, 54 share in 16-39s, 48 share in 18-49s and 47 share in 25-54s.
- **Seven News Investigates: Anita Cobby** (1.109 million) is the most-watched programme across its timeslot – 41 share in total viewers, 39 share in 16-39s, 38 share in 18-49s and 39 share in 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 42% on Nine and up 110% on Ten in total viewers.
 - Seven is up 36% on Nine and up 108% on Ten in 16-39s. Seven is up 32% on Nine and up 91% on Ten in 18-49s. Seven is up 35% on Nine and up 92% 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 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 30% on Nine (Nine + Go + Gem + Life) and up 92% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 11% on Nine and up 72% on Ten in 16-39s. Seven is up 11% on Nine and up 57% on Ten in 18-49s. Seven is up 16% on Nine and up 60% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase is up 23% on Hot Seat.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Wanted	#3	Wanted	#3
Seven News – Today Tonight	#4	Home and Away	#6
Seven News	#7	Seven News – Today Tonight	#10
Home and Away	#8		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Wanted	#3	Wanted	#3
Home and Away	#6	Home and Away	#6

- **Seven News – Today Tonight** (1.017 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.890 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 35 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.
- **My Kitchen Rules** (1.882 million) peaks at 2.248 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 45 share in total viewers, 55 share in 16-39s, 51 share in 18-49s and 49 share in 25-54s.
- **Wanted** (1.184 million) dominates in total viewers, 16-39s, 18-49s and 25-54s and is one of Tuesday's top three most-watched programmes in all key audiences – 39 share in total viewers, 37 share in 16-39s, 36 share in 18-49s and 39 share in 25-54s.

Wednesday

- 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 59% on Nine and up 124% on Ten in total viewers.
 - Seven is up 134% on Nine and up 189% on Ten in 16-39s. Seven is up 92% on Nine and up 124% on Ten in 18-49s. Seven is up 74% on Nine and up 114% on Ten in 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 + Life) and up 103% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 68% on Nine and up 110% on Ten in 16-39s. Seven is up 42% on Nine and up 79% on Ten in 18-49s. Seven is up 33% on Nine and up 77% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase is up 33% on Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	First Dates	#2
Seven News – Today Tonight	#3	Home and Away	#5
First Dates	#6	Seven News – Today Tonight	#9
Home and Away	#7	Seven News	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
First Dates	#2	First Dates	#2
Home and Away	#4	Home and Away	#5
Ramsay's Hotel Hell	#5	Seven News – Today Tonight	#7
Seven News – Today Tonight	#9	Seven News	#9

- **Seven News** (0.992 million). Seven News wins network – up 88,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (0.953 million). Seven News – Today Tonight wins network – up 61,000 viewers on Nine News 6:30pm, a 7% audience advantage.
- **Home and Away** (0.850 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 36 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.
- **My Kitchen Rules** (1.544 million) peaks at 1.850 million and is Wednesday’s number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 42 share in total viewers, 54 share in 16-39s, 49 share in 18-49s and 47 share in 25-54s.
- **First Dates** (0.877 million) dominates in total viewers, 16-39s, 18-49s and 25-54s and ranks only behind My Kitchen Rules as Wednesday’s most-watched for 16-39s, 18-49s and 25-54s – 40 share in total viewers, 57 share in 16-39s, 49 share in 18-49s and 47 share in 25-54s.

Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers and 16-39s.
 - Seven is up 5% on Nine and up 9% on Ten in total viewers.
 - Seven is up 63% on Nine and up 7% on Ten in 16-39s. Seven is up 34% on Nine in 18-49s. Seven is up 22% on Nine in 25-54s.
- Seven wins at 5:30pm. The Chase is up 35% on Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Home and Away	#3
Seven News – Today Tonight	#2	Seven News – Today Tonight	#7
Home and Away	#8	Seven News	#8
16-39s		18-49s	
Home and Away	#2	Home and Away	#3
The Avengers	#4	Seven News – Today Tonight	#7
The Big Bang Theory	#6	The Avengers	#8
Seven News – Today Tonight	#8	Seven News	#10
Seven News	#9		

- **Seven News** (0.955 million). Seven News wins network – up 58,000 viewers on Nine News, a 6% audience advantage.
- **Seven News – Today Tonight** (0.916 million). Seven News – Today Tonight wins network – up 72,000 viewers on Nine News 6:30, a 9% audience advantage.
- **Home and Away** (0.753 million) wins across 7:00-8:00pm – 26 share in total viewers, 32 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.
- **Thursday Night At The Movies: The Avengers** (0.375 million) wins in 16-39s, 18-49s and 25-54s – 38 share in 16-39s, 33 share in 18-49s and 31 share in 25-54s.

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 32% on Nine and up 82% on Ten in total viewers.
 - Seven is up 22% on Nine and up 54% on Ten in 16-39s. Seven is up 17% on Nine and up 41% on Ten in 18-49s. Seven is up 18% on Nine and up 43% 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 (Seven + 7TWO + 7mate) is up 8% on Nine (Nine + Go + Gem + Life) and up 70% on Ten (Ten + One + Eleven) in total viewers.
- Seven wins at 5:30pm. The Chase is up 33% on Hot Seat.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Notting Hill	#1
Seven News – Today Tonight	#5	Seven News	#3
Better Homes and Gardens	#7	Seven News – Today Tonight	#8
Notting Hill	#10		
16-39s		18-49s	
Notting Hill	#1	Notting Hill	#2
Seven News	#2	Seven News	#3
Seven News – Today Tonight	#8	Seven News – Today Tonight	#7
		Better Homes and Gardens	#10

- **Seven News** (0.843 million). Seven News wins network – up 40,000 viewers on Nine News, a 5% audience advantage.
- **Better Homes and Gardens** (0.665 million) wins its timeslot – 28 share in total viewers and 25 share in 25-54s.
- **Friday Night At The Movies: Notting Hill** (0.560 million) wins in 16-39s, 18-49s and 25-54s and is Friday's most-watched programme for 16-39s and 18-49s – 33 share in total viewers, 43 share in 16-39s, 41 share in 18-49s and 40 share in 25-54s.

Saturday

- Seven wins in news.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#1
Monsters University	#8	Monsters University	#5
		The World's End	#7
16-39s		18-49s	
Monsters University	#2	Seven News	#1
Seven News	#3	Monsters University	#3
The World's End	#8	The World's End	#7

- **Seven News** (0.825 million). Seven News wins network – up 86,000 viewers on Nine News, a 12% audience advantage.
- **Saturday Night At The Movies: Monsters University** (0.448 million) wins in 16-39s, 18-49s and 25-54s – 31 share in 16-39s, 29 share in 18-49s and 25 share in 25-54s.

Live and As-Live Data

Week 7 Primetime Shares

ABC1:	13.5%
Seven:	25.9%
Nine:	18.2%
Ten:	12.5%
SBS1:	4.2%
ABC2:	3.1%
ABC3:	0.4%
ABC News 24:	1.5%
7TWO:	3.2%
7mate:	3.1%
GO!	3.7%
Gem:	2.3%
Life:	2.3%
One:	2.3%
Eleven:	2.1%
SBS2:	0.9%
Food:	0.8%
NITV:	0.1%

Week 7 Combined Multiple Channels Primetime Shares

ABC1:	18.4%
Seven:	32.2%
Nine:	26.5%
Ten:	16.8%
SBS:	6.0%

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