

9 March 2015

Seven Network Ratings Report

Week 10: 1 March – 7 March 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 wins in breakfast television.

- Sunrise leads Today in total viewers.

Seven wins in morning television.

- The Morning leads Mornings in total viewers.

Seven dominates the most-watched programmes:

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules – Monday | 2.407 million |
| - My Kitchen Rules – Tuesday | 2.303 million |
| - My Kitchen Rules – Wednesday | 2.155 million |
| - My Kitchen Rules – Thursday | 2.096 million |
| - Seven News – Sunday | 1.516 million |
| - Better Homes and Gardens | 1.310 million |
| - Home and Away | 1.299 million |
| - Winter | 1.235 million |
| - Australia: The Story Of Us | 1.216 million |
| - Seven News – Saturday | 1.203 million |
| - Seven News | 1.197 million |
| - Downton Abbey | 1.168 million |
| - My France With Manu | 1.161 million |

Metropolitan and Regional Combined Audiences



Seven deliver across the week.

- My France with Manu ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Australia: The Story Of Us peaks at 1.019 million, wins its timeslot, and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Downton Abbey wins its timeslot.
- My Kitchen Rules peaks at 1.963 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, 18-49s and 25-54s and ranks in Monday's top ten most-watched programmes in all key audience demographics.
- My Kitchen Rules peaks at 1.915 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.900 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Winter wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.763 million and is Thursday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens peaks at 1.043 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Friday's most-watched programme for 25-54s and one of the top two most-watched programmes for 16-39s and 18-49s.
- Friday Night At The Movies: Forrest Gump wins in 16-39s, 18-49s and 25-54s and is Friday's most-watched programme for 16-39s and 18-49s.

Primetime audience demographics for primary channels

6:00pm-midnight Week 10, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	21.9%	18.0%	12.6%	13.5%	4.4%
16-39s	23.5%	18.8%	15.7%	5.8%	2.9%
18-49s	22.5%	19.4%	16.3%	6.7%	3.4%
25-54s	22.7%	19.7%	16.1%	7.6%	3.7%

Primetime audience demographics for digital channels

6:00pm-midnight Week 10, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.7%	1.2%	1.7%	2.1%
7mate	4.3%	7.3%	6.6%	6.0%
GO!	5.2%	7.0%	6.5%	6.0%
Gem	4.8%	4.7%	4.2%	4.2%
One:	2.2%	2.8%	2.8%	2.8%
Eleven	2.6%	4.4%	4.0%	3.6%
ABC2:	2.4%	3.0%	2.7%	2.5%
ABC3	0.8%	0.5%	0.5%	0.4%
ABC News 24	1.5%	1.0%	1.3%	1.3%
SBS2	1.0%	1.5%	1.4%	1.3%
NITV	0.1%	0.0%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 10, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	30.9%	28.0%	17.3%	18.2%	5.6%
16-39s	31.9%	30.4%	22.9%	10.2%	4.5%
18-49s	30.7%	30.1%	23.2%	11.1%	4.8%
25-54s	30.7%	29.9%	22.5%	11.8%	5.0%

FTA Channels and Total TV

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

Primetime Programming Analysis

Sunday

- Seven wins in primetime in on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 5% on Nine + Go + Gem and up 78% on Ten + One + Eleven in total viewers.
- 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 breakfast television. Weekend Sunrise is up 23% on Weekend Today across 7:00-10:00am.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#6
Australia: The Story Of Us	#4	Australia: The Story Of Us	#8
My France with Manu	#6	My France with Manu	#9
Downton Abbey	#8		
16-39s		18-49s	
Australia: The Story Of Us	#6	Seven News	#7
My France with Manu	#7	Australia: The Story Of Us	#8
Seven News	#10	My France with Manu	#9

- **Seven News** (1.003 million).
- **My France with Manu** (0.798 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Australia: The Story Of Us** (0.838 million) peaks at 1.019 million, wins its timeslot, and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Downton Abbey** (0.774 million) wins its timeslot.

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 43% on Nine and up 84% on Ten in total viewers.
 - Seven is up 64% on Nine and up 68% on Ten in 16-39s. Seven is up 53% on Nine and up 53% on Ten in 18-49s. Seven is up 49% on Nine and up 56% 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 in all key audience demographics 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 36% on Nine (Nine + Go + Gem) and up 75% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 45% on Nine and up 31% on Ten in 16-39s. Seven is up 40% on Nine and up 29% on Ten in 18-49s. Seven is up 40% on Nine and up 37% 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 – Today Tonight	#4	Revenge	#7
Seven News	#5	Home and Away	#8
Home and Away	#8	Seven News – Today Tonight	#9
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Revenge	#4	Revenge	#6
Home and Away	#5	Home and Away	#7
		Seven News – Today Tonight	#10

- **Seven News** (1.003 million).
- **Seven News – Today Tonight** (1.030 million).
- **Home and Away** (0.855 million) wins in 16-39s and 18-49s.
- **My Kitchen Rules** (1.649 million) peaks at 1.963 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 39 share in 16-39s, 38 share in 18-49s and 37 share in 25-54s.
- **Revenge** (0.661 million) wins in 16-39s, 18-49s and 25-54s and ranks in Monday's top ten most-watched programmes in all key audience demographics.

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 33% on Nine and up 61% on Ten in total viewers.
 - Seven is up 47% on Nine and up 64% on Ten in 16-39s. Seven is up 31% on Nine and up 45% on Ten in 18-49s. Seven is up 24% 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 and 18-49s.
- Seven wins in primetime in all key audience demographics 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 17% on Nine (Nine + Go + Gem) and up 47% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 32% on Nine and up 39% on Ten in 16-39s. Seven is up 26% on Nine and up 24% on Ten in 18-49s. Seven is up 18% on Nine and up 19% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 19% on Today.
- Seven wins in morning television. The Morning Show is up 27% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News – Today Tonight	#3	Home and Away	#6
Seven News	#4	How To Get Away With Murder	#7
Home and Away	#9	Seven News – Today Tonight	#8
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#5	Home and Away	#6
How To Get Away With Murder	#7	How To Get Away With Murder	#7
Seven News – Today Tonight	#10	Seven News – Today Tonight	#9

- Home and Away** (0.858 million) wins in 16-39s, 18-49s and 25-54s.
- My Kitchen Rules** (1.602 million) peaks at 1.915 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 39 share in 16-39s, 37 share in 18-49s and 36 share in 25-54s.

Wednesday

- 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 70% on Nine and up 140% on Ten in total viewers.
 - Seven is up 89% on Nine and up 115% on Ten in 16-39s. Seven is up 68% on Nine and up 92% on Ten in 18-49s. Seven is up 58% on Nine and up 90% on Ten in 25-54s.
- Seven wins in primetime on combined audiences of all channels.
 - Seven + 7TWO + 7mate is number one for total viewers.
 - Seven + 7TWO + 7mate is up 7% on Nine + Go + Gem and up 123% on Ten + One + Eleven in total viewers.
- 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	#2	Home and Away	#3
Seven News – Today Tonight	#5	Winter	#4
Winter	#6	Seven News	#8
Home and Away	#7	Seven News – Today Tonight	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#2	Home and Away	#2
Winter	#5	Winter	#5
Seven News – Today Tonight	#6	Seven News – Today Tonight	#7
		Seven News	#8

- **Seven News** (0.889 million). Seven News wins network.
- **Home and Away** (0.803 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.513 million) peaks at 1.900 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 38 share in 16-39s, 36 share in 18-49s and 35 share in 25-54s.
- **Winter** (0.804 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in primetime on primary channels.
Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 5% on Nine and up 56% on Ten in total viewers.
 - Seven is up 3% on Nine and up 23% on Ten in 16-39s. Seven leads Nine and is up 22% on Ten in 18-49s. Seven is up 5% on Nine and up 27% 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 of all channels.
 - 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 70% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 2% on Nine and up 28% on Ten in 16-39s. Seven ties with Nine and is up 24% on Ten in 18-49s. Seven is up 3% on Nine and up 25% 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	#4	Home and Away	#3
Seven News – Today Tonight	#6	Seven News – Today Tonight	#8
Home and Away	#7	Seven News	#9
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#5	Home and Away	#5
		Seven News – Today Tonight	#10
- **Home and Away** (0.759 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.433 million) peaks at 1.763 million and is Thursday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 37 share in 16-39s, 35 share in 18-49s and 35 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 14% on Nine and up 86% on Ten in total viewers.
 - Seven is up 26% on Nine and up 86% on Ten in 16-39s. Seven is up 16% on Nine and up 61% on Ten in 18-49s. Seven is up 17% on Nine and up 63% 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 in all key audience demographics 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 98% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 18% on Nine and up 90% on Ten in 16-39s. Seven is up 15% on Nine and up 65% on Ten in 18-49s. Seven is up 17% on Nine and up 67% 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	
Better Homes and Gardens	#4	Better Homes and Gardens	#1
Seven News	#5	Forrest Gump	#2
Seven News – Today Tonight	#6	Seven News	#5
		Seven News – Today Tonight	#6
16-39s		18-49s	
Forrest Gump	#1	Forrest Gump	#1
Better Homes and Gardens	#2	Better Homes and Gardens	#2
Seven News – Today Tonight	#5	Seven News – Today Tonight	#9
Seven News	#10		

- **Better Homes and Gardens** (0.841 million) peaks at 1.043 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Friday's most-watched programme for 25-54s and one of the top two most-watched programmes for 16-39s and 18-49s.
- **Friday Night At The Movies: Forrest Gump** (0.542 million) wins in 16-39s, 18-49s and 25-54s and is Friday's most-watched programme for 16-39s and 18-49s – 28 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.

Saturday

- Seven wins in news.
- Seven wins in breakfast television. Weekend Sunrise is up 16% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Seven News	#2
Monsters, Inc	#8	Monsters, Inc	#4
16-39s		18-49s	
Monsters, Inc	#2	Seven News	#3
Seven News	#4	Monsters, Inc	#4
Contraband	#8	Contraband	#8
Sunrise	#10	Sunrise	#9
		Sunrise – Late	#10

Live and As-Live Data

Week 10 Primetime Shares

ABC1: 13.5%
Seven: 21.9%
Nine: 18.0%
Ten: 12.6%
SBS1: 4.4%

ABC2: 2.4%
ABC3: 0.8%
ABC News 24: 1.5%
7TWO: 4.7%
7mate: 4.3%
GO!: 5.2%
Gem: 4.8%
One: 2.2%
Eleven: 2.6%
SBS2: 1.0%
NITV: 0.1%

Week 10 Combined Multiple Channels Primetime Shares

ABC1: 18.2%
Seven: 30.9%
Nine: 28.0%
Ten: 17.3%
SBS: 5.6%

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