

7 March 2016

Seven Network Ratings Report

Week 10: 28 February – 5 March 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 + 7flix combines 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 News – Today Tonight leads Nine News 6:30pm.

Seven wins at 5:30pm.

- The Chase is up 11% on Hot Seat.

Seven wins at 7:00pm.

- Home and Away wins at 7:00pm in 16-39s, 18-49s and 25-54s.

Seven wins in morning television.

- The Morning Show leads Today Extra.

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

- Seven dominates the top ten programmes for total viewers and in all key demographics.

Seven dominates the most-watched programmes across Australia.

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules – Monday | 2.210 million |
| - My Kitchen Rules – Tuesday | 2.188 million |
| - My Kitchen Rules – Sunday | 2.079 million |
| - My Kitchen Rules – Wednesday | 2.043 million |
| - Seven News – Sunday | 1.541 million |
| - Wanted | 1.507 million |
| - Sunday Night | 1.487 million |
| - Home and Away | 1.279 million |
| - Downton Abbey | 1.250 million |



-	Seven News	1.213 million
-	Better Homes and Gardens	1.170 million
-	Seven News – Saturday	1.091 million
-	First Dates	1.070 million
	Metro and regional combined audiences	

Seven delivers across the week.

- My Kitchen Rules peaks at 1.842 million, is up 82% on 60 Minutes, up 100% on Australia's Got Talent and up 100% on I'm A Celebrity, and is Sunday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night dominates in total viewers, 16-39s, 18-49s and 25-54s, and ranks only behind My Kitchen Rules as Sunday's most-watched programme for 16-39s, 18-49s and 25-54s.
- The Blacklist wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.785 million, is up 124% on Australia's Got Talent and up 107% on I'm A Celebrity, and is Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Downton Abbey wins in total viewers.
- My Kitchen Rules peaks at 1.851 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Wanted wins in total viewers, 16-39s, 18-49s and 25-54s and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.709 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: Pretty Woman scores in all key audience demographics and ranks in Thursday's top ten programmes for 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens wins in total viewers and is one of Friday's top two most-watched programmes for 16-39s and 18-49s.
- in 25-54s.
- Friday Night At The Movies: Last Vegas ranks in Friday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: Despicable Me 2 wins in 16-39s, 18-49s and 25-54s and is Saturday's most-watched programme for 16-39s and one of the top two most-watched programmes for 18-49s and 25-54s.
- Saturday Night At The Movies: Fast Five wins in 16-39s, 18-49s and 25-54s.

Primetime audience demographics for primary channels

6:00pm-midnight Week 10, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	23.0%	17.8%	12.7%	13.3%	4.2%
16-39s	26.0%	17.4%	13.6%	4.7%	2.7%
18-49s	23.9%	18.1%	15.0%	5.6%	3.3%
25-54s	23.8%	18.0%	15.1%	6.7%	3.6%

Primetime audience demographics for digital channels

6:00pm-midnight Week 10, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.7%	1.1%	1.4%	1.6%
7mate	3.2%	4.5%	4.5%	4.2%
7flix	1.6%	2.6%	2.3%	2.1%
GO!	4.2%	6.2%	5.7%	5.5%
Gem	2.2%	1.8%	1.7%	1.9%
Life	2.3%	3.7%	3.4%	3.4%
One:	2.6%	2.6%	3.1%	3.4%
Eleven	2.0%	4.3%	3.5%	3.1%
ABC2:	3.1%	4.1%	3.5%	3.2%
ABC3	0.6%	0.4%	0.5%	0.5%
ABC News 24	1.6%	1.0%	1.4%	1.4%
SBS2	0.9%	1.5%	1.3%	1.2%
NITV	0.1%	0.1%	0.1%	0.1%
Food	0.8%	1.7%	1.5%	1.4%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 10, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.5%	26.5%	17.3%	18.6%	6.1%
16-39s	34.2%	29.1%	20.6%	10.2%	6.0%
18-49s	32.1%	28.9%	21.6%	11.1%	6.2%
25-54s	31.7%	28.7%	21.5%	11.8%	6.3%

FTA Channels and Total TV

Copyright Ozdam 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 one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 54% on Nine and up 104% on Ten in total viewers.
 - Seven is up 89% on Nine and up 75% on Ten in 16-39s. Seven is up 64% on Nine and up 54% on Ten in 18-49s. Seven is up 61% on Nine and up 56% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 18-49s and 25-54s.
- Seven wins in primetime combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 44% on Nine (Nine + Go + Gem + life) and up 105% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 46% on Nine and up 66% on Ten in 16-39s. Seven is up 39% on Nine and up 54% on Ten in 18-49s. Seven is up 39% on Nine and up 56% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Sunday Night	#2
Sunday Night	#4	Seven News	#4
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Sunday Night	#2	Sunday Night	#4
Seven News	#5	Seven News	#6

- **Seven News** (1.058 million). Seven News wins network – up 163,000 viewers on Nine News, an 18% audience advantage.
- **My Kitchen Rules** (1.425 million) peaks at 1.842 million, is up 82% on 60 Minutes, up 100% on Australia's Got Talent and up 100% on I'm A Celebrity, and is Sunday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 36 share in total viewers, 52 share in 16-39s, 46 share in 18-49s and 44 share in 25-54s.
- **Sunday Night** (0.937 million) dominates in total viewers, 16-39s, 18-49s and 25-54s, and ranks only behind My Kitchen Rules as Sunday's most-watched programme for 16-39s, 18-49s and 25-54s – 32 share in total viewers, 39 share in 16-39s, 36 share in 18-49s and 37 share in 25-54s.
- **The Blacklist** (0.442 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 27 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 43% on Nine and up 80% on Ten in total viewers.
 - Seven is up 58% on Nine and up 71% on Ten in 16-39s. Seven is up 36% on Nine and up 39% on Ten in 18-49s. Seven is up 39% on Nine and up 40% 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 + 7flix is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 29% on Nine (Nine + Go + Gem + Life) and up 67% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 17% on Nine and up 45% on Ten in 16-39s. Seven is up 10% on Nine and up 27% on Ten in 18-49s. Seven is up 11% on Nine and up 25% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase is up 30% 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

My Kitchen Rules	#1
Seven News	#2
Seven News – Today Tonight	#4
Home and Away	#6
Downton Abbey	#9

25-54s

My Kitchen Rules	#1
Home and Away	#2
Seven News	#7
Seven News – Today Tonight	#8

16-39s

My Kitchen Rules	#1
Home and Away	#2
Seven News	#5
Seven News – Today Tonight	#8

18-49s

My Kitchen Rules	#1
Home and Away	#2
Seven News	#7
Seven News – Today Tonight	#8

- **Seven News** (1.010 million). Seven News wins network.
- **Seven News – Today Tonight** (0.965 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.887 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 37 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.
- **My Kitchen Rules** (1.473 million) peaks at 1.785 million, is up 124% on Australia's Got Talent and up 107% on I'm A Celebrity, and is Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 40 share in total viewers, 53 share in 16-39s, 47 share in 18-49s and 47 share in 25-54s.
- **Downton Abbey** (0.813 million) wins in total viewers – 34 share in total viewers.

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 45% on Nine and up 73% on Ten in total viewers.
 - Seven is up 67% on Nine and up 109% on Ten in 16-39s. Seven is up 51% on Nine and up 65% on Ten in 18-49s. Seven is up 50% on Nine and up 60% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 18-49s and 25-54s.
- Seven wins in primetime combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 30% on Nine (Nine + Go + Gem + Life) and up 72% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 29% on Nine and up 88% on Ten in 16-39s. Seven is up 26% on Nine and up 54% on Ten in 18-49s. Seven is up 23% on Nine and up 50% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase is up 22% 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	Wanted	#2
Seven News – Today Tonight	#3	Seven News	#5
Wanted	#5	Seven News – Today Tonight	#7
Home and Away	#9	Home and Away	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Wanted	#3	Wanted	#3
Home and Away	#4	Home and Away	#6
Seven News	#8	Seven News – Today Tonight	#7
Seven News – Today Tonight	#9	Seven News	#8

- **Seven News** (1.062 million). Seven News wins network – up 63,000 viewers on Nine News, a 6% audience advantage.
- **Seven News – Today Tonight** (1.028 million). Seven News – Today Tonight wins network – up 93,000 viewers on Nine News 6:30pm, a 10% audience advantage.
- **Home and Away** (0.805 million) wins in 16-39s, 18-49s and 25-54s – 26 share in total viewers, 38 share in 16-39s, 32 share in 18-49s and 30 share in 25-54s.
- **My Kitchen Rules** (1.496 million) peaks at 1.851 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 40 share in total viewers, 50 share in 16-39s, 46 share in 18-49s and 44 share in 25-54s.
- **Wanted** (0.962 million) wins in total viewers, 16-39s, 18-49s and 25-54s and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 37 share in total viewers, 40 share in 16-39s, 35 share in 18-49s and 37 share in 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 31% on Nine and up 101% on Ten in total viewers.
 - Seven is up 74% on Nine and up 165% on Ten in 16-39s. Seven is up 44% on Nine and up 99% on Ten in 18-49s. Seven is up 44% on Nine and up 90% 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 combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 27% on Nine (Nine + Go + Gem + Life) and up 106% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 49% on Nine and up 111% on Ten in 16-39s. Seven is up 27% on Nine and up 76% on Ten in 18-49s. Seven is up 26% on Nine and up 70% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads 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	#3	First Dates	#2
Seven News – Today Tonight	#5	Home and Away	#6
Home and Away	#8	Seven News	#7
First Dates	#10	Seven News – Today Tonight	#8
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
First Dates	#2	First Dates	#2
Home and Away	#3	Home and Away	#6
Seven News	#7		
Seven News – Today Tonight	#8		

- Home and Away** (0.753 million) wins in 16-39s, 18-49s and 25-54s – 26 share in total viewers, 37 share in 16-39s, 32 share in 18-49s and 31 share in 25-54s.
- My Kitchen Rules** (1.372 million) peaks at 1.709 million and is the number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 41 share in total viewers, 52 share in 16-39s, 46 share in 18-49s and 45 share in 25-54s.
- First Dates** (0.731 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 – 34 share in total viewers, 45 share in 16-39s, 39 share in 18-49s and 36 share in 25-54s.

Thursday

- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven wins at 5:30pm. The Chase leads 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	#3	Home and Away	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#5
Home and Away	#6	Pretty Woman	#7
		Seven News	#8
16-39s		18-49s	
Home and Away	#2	Pretty Woman	#5
Pretty Woman	#5	Home and Away	#6
Seven News – Today Tonight	#6	Seven News – Today Tonight	#7
The Big Bang Theory	#8	Seven News	#9
Seven News	#9	The Big Bang Theory	#10

- Home and Away** (0.708 million) wins in 16-39s and 18-49s – 31 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.
- Thursday Night At The Movies: Pretty Woman** (0.548 million) scores in all key audience demographics and ranks in Thursday's top ten programmes for 16-39s, 18-49s and 25-54s – 28 share in total viewers, 34 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.

Friday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers.
 - Seven is up 7% on Nine and up 97% on Ten in total viewers.
- Seven wins at 5:30pm. The Chase is up 16% on Hot Seat.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News- Today Tonight	#3
Seven News- Today Tonight	#4	Better Homes and Gardens	#4
Better Homes and Gardens	#6	Seven News	#5
		Last Vegas	#8
16-39s		18-49s	
Better Homes and Gardens	#2	Better Homes and Gardens	#2
Seven News – Today Tonight	#3	Seven News – Today Tonight	#5
Last Vegas	#4	Last Vegas	#6
Seven News	#5	Seven News	#7

- **Seven News** (0.862 million). Seven News wins network - up 32,000 viewers on Nine News, a 4% audience advantage.
- **Seven News – Today Tonight** (0.789 million). Seven News – Today Tonight wins network – up 29,000 viewers on Nine News 6:30pm, a 4% audience advantage.
- **Better Homes and Gardens** (0.739 million) wins in total viewers and is one of Friday's top two most-watched programmes for 16-39s and 18-49s – 31 share in total viewers, 32 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.
- **Friday Night At The Movies: Last Vegas** (0.432 million) ranks in Friday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 25 share in total viewers, 34 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

Saturday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 40% on Nine and up 93% on Ten in total viewers.
 - Seven is up 40% on Nine and up 124% on Ten in 16-39s. Seven is up 46% on Nine and up 128% on Ten in 18-49s. Seven is up 45% on Nine and up 127% on Ten in 25-54s.
- Seven wins in primetime combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 10% on Nine (Nine + Go + Gem + Life) and up 101% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 38% on Nine and up 124% on Ten in 16-39s. Seven is up 21% on Nine and up 113% on Ten in 18-49s. Seven is up 11% on Nine and up 115% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Despicable Me 2	#2
Despicable Me 2	#6	Seven News	#3
Fast Five	#8	Fast Five	#4
16-39s		18-49s	
Despicable Me 2	#1	Despicable Me 2	#2
Fast Five	#2	Fast Five	#3
Seven News	#4	Seven News	#4

- Saturday Night At The Movies: Despicable Me 2** (0.545 million) wins in 16-39s, 18-49s and 25-54s and is Saturday's most-watched programme for 16-39s and one of the top two most-watched programmes for 18-49s and 25-54s – 26 share in total viewers, 50 share in 16-39s, 44 share in 18-49s and 40 share in 25-54s.
- Saturday Night At The Movies: Fast Five** (0.352 million) wins in 16-39s, 18-49s and 25-54s – 30 share in total viewers, 47 share in 16-39s, 42 share in 18-49s and 40 share in 25-54s.

Live and As-Live Data

Week 10 Primetime Shares

ABC1:	13.3%
Seven:	23.0%
Nine:	17.8%
Ten:	12.7%
SBS1:	4.2%

ABC2:	3.1%
ABC3:	0.6%
ABC News 24:	1.6%
7TWO:	3.7%
7mate:	3.2%
7flix:	1.6%
GO!:	4.2%
Gem:	2.2%
Life:	2.3%
One:	2.6%
Eleven:	2.0%
SBS2:	0.9%
Food:	0.8%
NITV:	0.1%

Week 10 Combined Multiple Channels Primetime Shares

ABC1:	18.6%
Seven:	31.5%
Nine:	26.5%
Ten:	17.3%
SBS:	6.1%

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