

20 April 2015

Seven Network Ratings Report

Week 16: 12 April – 18 April 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 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 and 25-54s on the combined audiences of all multiple channels.

Seven wins in breakfast television.

- Sunrise is up 13% on Today in total viewers.

Seven wins in morning television.

- The Morning is up 27% on Mornings in total viewers.

Seven dominates the most-watched programmes:

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules – Tuesday | 2.090 million |
| - My Kitchen Rules – Wednesday | 2.025 million |
| - Seven News – Sunday | 1.970 million |
| - My Kitchen Rules – Monday | 1.952 million |
| - My Kitchen Rules – Sunday | 1.908 million |
| - Seven News – Saturday | 1.447 million |
| - Seven News | 1.418 million |
| - Criminal Minds | 1.301 million |
| - Home and Away | 1.264 million |
| - Sunday Night | 1.234 million |

Metropolitan and Regional Combined Audiences



Seven deliver across the week.

- My Kitchen Rules peaks at 1.549 million and wins on Sunday.
- Sunday Night ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.605 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.739 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Ramsay's Costa Del Nightmares wins in 16-39s and 18-49s.
- My Kitchen Rules peaks at 1.761 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Criminal Minds wins in total viewers, 16-39s, 18-49s and 25-54s.
- Australia: The Story Of Us and Downton Abbey win their timeslots.
- AFL on Seven: Friday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts on Seven.
- Saturday Night At The Movies: The Incredible Hulk dominates in 16-39s, 18-49s and 25-54s/

Primetime audience demographics for primary channels

6:00pm-midnight Week 16, 2015

| Audience shares | Seven | Nine | Ten | ABC | SBS |
|-----------------|-------|-------|-------|-------|------|
| All People | 22.6% | 19.9% | 11.1% | 13.0% | 5.0% |
| 16-39s | 23.3% | 21.9% | 13.5% | 5.1% | 3.2% |
| 18-49s | 23.3% | 22.3% | 13.8% | 6.2% | 3.7% |
| 25-54s | 23.2% | 22.6% | 13.5% | 7.2% | 4.0% |

Primetime audience demographics for digital channels

6:00pm-midnight Week 16, 2015

| Audience shares | Total | 16-39s | 18-49s | 25-54s |
|-----------------|-------|--------|--------|--------|
| 7TWO | 4.5% | 1.2% | 1.4% | 1.7% |
| 7mate | 4.6% | 7.1% | 6.7% | 6.4% |
| GO! | 4.4% | 6.3% | 5.5% | 5.0% |
| Gem | 3.3% | 2.7% | 2.5% | 2.6% |
| One: | 2.7% | 3.3% | 3.4% | 3.4% |
| Eleven | 3.1% | 5.5% | 4.9% | 4.4% |
| ABC2: | 2.7% | 3.6% | 3.0% | 2.8% |
| ABC3 | 0.6% | 0.5% | 0.4% | 0.4% |
| ABC News 24 | 1.1% | 0.8% | 0.9% | 0.9% |
| SBS2 | 1.3% | 1.9% | 1.9% | 1.7% |
| NITV | 0.1% | 0.1% | 0.1% | 0.1% |

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 16, 2015

| Audience shares | Seven | Nine | Ten | ABC | SBS |
|-----------------|-------|-------|-------|-------|------|
| All People | 31.7% | 27.6% | 16.9% | 17.4% | 6.4% |
| 16-39s | 31.5% | 31.0% | 22.3% | 9.9% | 5.3% |
| 18-49s | 31.4% | 30.3% | 22.1% | 10.6% | 5.7% |
| 25-54s | 31.3% | 30.3% | 21.3% | 11.4% | 5.8% |

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 primetime on primary channels.
 - Seven is number 1 for total viewers.
 - Seven leads Nine and is up 153% on Ten in total viewers.
 - Seven is up 49% on Ten in 16-39s. Seven is up 77% on Ten in 18-49s. Seven is up 98% 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 on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
- Seven wins in breakfast television. Weekend Sunrise is up 27% on Weekend Today across 7:00-10:00am.

- Seven scores in the most-watched programmes:

| | | | |
|-------------------|-----|------------------|----|
| All People | | 25-54s | |
| Seven News | #1 | My Kitchen Rules | #3 |
| My Kitchen Rules | #2 | Seven News | #5 |
| Sunday Night | #8 | Sunday Night | #7 |
| 16-39s | | 18-49s | |
| My Kitchen Rules | #3 | My Kitchen Rules | #4 |
| Seven News | #7 | Seven News | #6 |
| Sunday Night | #10 | Sunday Night | #9 |

- **Seven News** (1.319 million). Seven News wins network, up 121,000 viewers on Nine News, a 10% audience advantage.
- **My Kitchen Rules** (1.279 million) peaks at 1.549 million and wins.
- **Sunday Night** (0.785 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s and 18-49s.
 - Seven is up 3% on Nine and up 107% on Ten in total viewers.
 - Seven is up 9% on Nine and up 90% on Ten in 16-39s. Seven is up 3% on Nine and up 65% on Ten in 18-49s. Seven is up 71% 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 on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 6% on Nine + Go + Gem and up 85% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today. The Masters on 7mate dominates across digital channels.
- 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 | #2 | Seven News | #7 |
| Seven News – Today Tonight | #5 | Seven News – Today Tonight | #9 |
| 16-39s | | 18-49s | |
| My Kitchen Rules | #1 | My Kitchen Rules | #1 |
| Revenge | #9 | Seven News – Today Tonight | #8 |
| Home and Away | #10 | | |

- **My Kitchen Rules** (1.325 million) peaks at 1.605 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 34 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.

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 17% on Nine and up 73% on Ten in total viewers.
 - Seven is up 17% on Nine and up 100% on Ten in 16-39s. Seven is up 13% on Nine and up 85% on Ten in 18-49s. Seven is up 9% on Nine and up 85% on Ten in 25-54s.
- 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 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 18% on Nine (Nine + Go + Gem) and up 69% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 18% on Nine and up 72% on Ten in 16-39s. Seven is up 19% on Nine and up 62% on Ten in 18-49s. Seven is up 16% on Nine and up 63% 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 32% on Mornings.
- Seven scores in the most-watched programmes:

| | | | |
|-------------------------------|-----|-------------------------------|-----|
| All People | | 25-54s | |
| My Kitchen Rules | #1 | My Kitchen Rules | #1 |
| Seven News | #3 | Ramsay's Costa Del Nightmares | #5 |
| Seven News – Today Tonight | #6 | Home and Away | #7 |
| Home and Away | #10 | Seven News – Today Tonight | #10 |
| 16-39s | | 18-49s | |
| My Kitchen Rules | #1 | My Kitchen Rules | #1 |
| Ramsay's Costa Del Nightmares | #4 | Ramsay's Costa Del Nightmares | #4 |
| Home and Away | #6 | Home and Away | #7 |

- **My Kitchen Rules** (1.418 million) peaks at 1.739 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 34 share in 16-39s, 33 share in 18-49s and 33 share in 25-54s.
- **Ramsay's Costa Del Nightmares** (0.716 million) wins in 16-39s and 18-49s – 29 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is up 40% on Nine and up 158% on Ten in total viewers.
 - Seven is up 54% on Nine and up 133% on Ten in 16-39s. Seven is up 39% on Nine and up 133% on Ten in 18-49s. Seven is up 33% on Nine and up 134% 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 on combined audiences of all channels.
 - Seven + 7TWO + 7mate is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 37% on Nine (Nine + Go + Gem) and up 119% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 26% on Nine and up 60% on Ten in 16-39s. Seven is up 24% on Nine and up 64% on Ten in 18-49s. Seven is up 21% on Nine and up 73% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 21% on Today.
- Seven wins in morning television. The Morning Show is up 20% on Mornings.

- Seven scores in the most-watched programmes:

| | | | |
|----------------------------|-----|------------------|----|
| All People | | 25-54s | |
| My Kitchen Rules | #1 | My Kitchen Rules | #1 |
| Seven News | #4 | Criminal Minds | #3 |
| Seven News – Today Tonight | #5 | Home and Away | #7 |
| Criminal Minds | #7 | Criminal Minds | #9 |
| Home and Away | #10 | | |
| 16-39s | | 18-49s | |
| My Kitchen Rules | #1 | My Kitchen Rules | #1 |
| Criminal Minds | #2 | Criminal Minds | #2 |
| Home and Away | #4 | Home and Away | #4 |
| Criminal Minds | #7 | Criminal Minds | #9 |

- **Home and Away** (0.775 million) wins in 16-39s and 18-49s.
- **My Kitchen Rules** (1.384 million) peaks at 1.761 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 37 share in 16-39s, 35 share in 18-49s and 34 share in 25-54s.
- **Criminal Minds** (0.854 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 26 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.

Thursday

- Seven wins in breakfast television. Sunrise is up 20% on Today.
- Seven wins in morning television. The Morning Show is up 39% on Mornings.
- Seven scores across primetime.
 - Home and Away, Australia: The Story Of Us and Downton Abbey win their timeslots.
- Seven wins at 5:30pm with Million Dollar Minute.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.

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 15% on Nine and up 116% on Ten in total viewers.
 - Seven is up 13% on Nine and up 122% on Ten in 16-39s. Seven is up 16% on Nine and up 89% on Ten in 18-49s. Seven is up 15% on Nine and up 78% 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 23% on Nine (Nine + Go + Gem) and up 115% on Ten (Ten + One + Eleven).
 - Seven is up 12% on Nine and up 95% on Ten in 16-39s. Seven is up 16% on Nine and up 75% on Ten in 18-49s. Seven is up 17% on Nine and up 69% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show is up 18% on Mornings.
- Seven scores in the most-watched programmes:

| | | | |
|----------------------------|-----|----------------------------|-----|
| All People | | 25-54s | |
| Seven News | #3 | Better Homes and Gardens | #7 |
| Seven News – Today Tonight | #5 | Seven News – Today Tonight | #8 |
| Better Homes and Gardens | #8 | Seven News | #10 |
| 16-39s | | 18-49s | |
| Better Homes and Gardens | #3 | Better Homes and Gardens | #7 |
| Seven News – Today Tonight | #4 | Seven News – Today Tonight | #7 |
| Seven News | #10 | Seven News | #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 – 29 share in total viewers, 31 share in 16-39s, 32 share in 18-49s and 31 share in 25-54s.

Saturday

- 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 47% on Nine and up 125% on Ten in total viewers.
 - Seven is up 20% on Nine and up 122% on Ten in 16-39s. Seven is up 26% on Nine and up 119% on Ten in 18-49s. Seven is up 19% on Nine and up 92% 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 on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 22% on Nine (Nine + Go + Gem) and up 98% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 13% on Nine and up 81% on Ten in 16-39s. Seven is up 16% on Nine and up 79% on Ten in 18-49s. Seven is up 12% on Nine and up 61% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

| All People | | 25-54s | |
|---------------------------|-----|---------------------------|-----|
| Seven News | #2 | Seven News | #2 |
| AFL on Seven - Primetime | #8 | The Incredible Hulk | #6 |
| AFL on Seven – Afternoon | #9 | AFL on Seven – Primetime | #7 |
| AFL on Seven – Post-Match | #10 | AFL on Seven – Post-Match | #8 |
| | | AFL on Seven – Pre-Match | #9 |
| 16-39s | | 18-49s | |
| Seven News | #2 | Seven News | #2 |
| The Incredible Hulk | #4 | AFL on Seven – Primetime | #4 |
| AFL on Seven – Primetime | #7 | The Incredible Hulk | #6 |
| AFL on Seven – Pre-Match | #7 | AFL on Seven – Post-Match | #7 |
| AFL on Seven – Post-Match | #9 | AFL on Seven – Pre-Match | #9 |
| Marvel Studios | #10 | Weekend Sunrise | #10 |

- **Seven News** (0.948 million). Seven News wins network, up 183,000 viewers on Nine News, a 24% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts on Seven – 28 share in total viewers, 31 share in 16-39s, 29 share in 18-49s and 30 share in 25-54s.
- **Saturday Night At The Movies: The Incredible Hulk** dominates in 16-39s, 18-49s and 25-54s – 32 share in 16-39s, 33 share in 18-49s and 27 share in 25-54s.

Live and As-Live Data

Week 16 Primetime Shares

| | |
|--------|-------|
| ABC1: | 13.0% |
| Seven: | 22.6% |
| Nine: | 19.9% |
| Ten: | 11.1% |
| SBS1: | 5.0% |

| | |
|--------------|------|
| ABC2: | 2.7% |
| ABC3: | 0.6% |
| ABC News 24: | 1.1% |
| 7TWO: | 4.5% |
| 7mate: | 4.6% |
| GO!: | 4.4% |
| Gem: | 3.3% |
| One: | 2.7% |
| Eleven: | 3.1% |
| SBS2: | 1.3% |
| NITV: | 0.1% |

Week 16 Combined Multiple Channels Primetime Shares

| | |
|--------|-------|
| ABC1: | 17.4% |
| Seven: | 31.7% |
| Nine: | 27.6% |
| Ten: | 16.9% |
| SBS: | 6.4% |

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