

1 June 2015

## Seven Network Ratings Report

Week 22: 24 May – 30 May 2015

### Seven is number 1 in 2015

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s 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.



### 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, 18-49s and 25-54s on the combined audiences of all multiple channels across the current television season.

### Seven scores in the most-watched programmes:

- |                            |               |
|----------------------------|---------------|
| - Catching Milat           | 2.193 million |
| - Seven News – Sunday      | 2.045 million |
| - House Rules – Sunday     | 1.751 million |
| - House Rules – Wednesday  | 1.345 million |
| - Seven News               | 1.334 million |
| - House Rules – Tuesday    | 1.303 million |
| - House Rules – Monday     | 1.302 million |
| - Seven News – Saturday    | 1.270 million |
| - Home and Away            | 1.264 million |
| - Better Homes and Gardens | 1.212 million |

Metropolitan and Regional Combined Audiences

### Seven wins in breakfast television.

- Sunrise leads Today in total viewers.

### Seven wins in morning television.

- The Morning leads Mornings in total viewers.

**Primetime audience demographics for primary channels**

<b>6:00pm-midnight Week 22, 2015</b>					
<b>Audience shares</b>	<b>Seven</b>	<b>Nine</b>	<b>Ten</b>	<b>ABC</b>	<b>SBS</b>
All People	19.7%	21.2%	14.2%	11.9%	6.1%
16-39s	19.8%	22.8%	18.1%	5.0%	5.5%
18-49s	20.1%	22.7%	17.9%	6.1%	5.7%
25-54s	20.4%	22.7%	17.6%	6.7%	5.7%

**Primetime audience demographics for digital channels**

<b>6:00pm-midnight Week 22, 2015</b>				
<b>Audience shares</b>	<b>Total</b>	<b>16-39s</b>	<b>18-49s</b>	<b>25-54s</b>
7TWO	4.4%	1.5%	1.8%	2.1%
7mate	4.1%	6.2%	5.6%	5.4%
GO!	4.8%	5.8%	5.5%	5.2%
Gem	3.0%	2.5%	2.4%	2.5%
One:	2.7%	2.7%	3.1%	3.1%
Eleven	2.7%	4.3%	4.0%	3.6%
ABC2:	2.5%	3.0%	2.6%	2.5%
ABC3	0.6%	0.5%	0.5%	0.4%
ABC News 24	1.1%	0.6%	0.8%	0.8%
SBS2	0.9%	1.3%	1.2%	1.0%
NITV	0.2%	0.3%	0.2%	0.1%

**Primetime audience demographics for combined audiences of all channels.**

<b>6:00pm-midnight Week 22, 2015</b>					
<b>Audience shares</b>	<b>Seven</b>	<b>Nine</b>	<b>Ten</b>	<b>ABC</b>	<b>SBS</b>
All People	28.3%	29.0%	19.6%	16.1%	7.1%
16-39s	27.5%	31.1%	25.2%	9.1%	7.1%
18-49s	27.5%	30.5%	24.9%	9.9%	7.2%
25-54s	27.9%	30.4%	24.3%	10.4%	6.9%

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 1 for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 63% on Nine and up 97% on Ten in total viewers.
  - Seven is up 56% on Nine and up 44% on Ten in 16-39s. Seven is up 56% on Nine and up 57% on Ten in 18-49s. Seven is up 58% on Nine and up 62% 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 57% on Nine (Nine + Go + Gem) and up 81% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 57% on Nine and up 34% on Ten in 16-39s. Seven is up 52% on Nine and up 44% on Ten in 18-49s. Seven is up 54% on Nine and up 49% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Catching Milat	#1	Catching Milat	#1
Seven News	#2	Seven News	#4
House Rules	#5	House Rules	#5
16-39s		18-49s	
Catching Milat	#1	Catching Milat	#1
House Rules	#3	House Rules	#4
Seven News	#6	Seven News	#5

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 35 share in total viewers, 34 share in 16-39s, 36 share in 18-49s and 35 share in 25-54s.
- **Seven News** (1.402 million). Seven News wins network – up 117,000 viewers on Nine News, a 9% audience advantage.
- **House Rules** (1.068 million) peaks at 1.515 million and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Catching Milat** (1.458 million) peaks at 1.646 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 36 share in total viewers, 34 share in 16-39s, 35 share in 18-49s and 36 share in 25-54s.

## Monday

- Seven wins in breakfast television. Sunrise is up 18% on Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven wins in primetime on digital channels. 7TWO is the most-watched digital channel for total viewers and 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.

## Tuesday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.

## Wednesday

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

## Thursday

- Seven wins in news.
- Seven wins in primetime on digital channels. 7TWO is the most-watched digital channel for total viewers and 7mate is the most-watched digital channel for 16-39s.

## 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 26% on Nine and up 94% on Ten in total viewers.
  - Seven is up 25% on Nine and up 57% on Ten in 16-39s. Seven is up 22% on Nine and up 64% on Ten in 18-49s. Seven is up 22% on Nine and up 62% on Ten in 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 14% on Nine (Nine + Go + Gem) and up 103% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 3% on Nine and up 63% on Ten in 16-39s. Seven is up 5% on Nine and up 65% on Ten in 18-49s. Seven is up 9% on Nine and up 64% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 12% on Today.
- Seven wins in morning television. The Morning Show is up 28% on Mornings.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News – Today Tonight	#1
Seven News – Today Tonight	#4	Seven News	#4
Better Homes and Gardens	#7	Better Homes and Gardens	#6
<b>16-39s</b>		<b>18-49s</b>	
Seven News – Today Tonight	#2	Seven News – Today Tonight	#1
Seven News	#7	Seven News	#4
Better Homes and Gardens	#9	Better Homes and Gardens	#8

- AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 27 share in total viewers, 29 share in 16-39s, 30 share in 18-49s and 29 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 59% on Nine and up 147% on Ten in total viewers.
  - Seven is up 129% on Nine and up 101% on Ten in 16-39s. Seven is up 109% on Nine and up 104% on Ten in 18-49s. Seven is up 83% on Nine and up 113% 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 39% on Nine (Nine + Go + Gem) and up 121% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 95% on Nine and up 83% on Ten in 16-39s. Seven is up 78% on Nine and up 80% on Ten in 18-49s. Seven is up 62% on Nine and up 86% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 10% Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News	#2
AFL on Seven	#7	AFL on Seven	#4
AFL on Seven: Post-Match	#9	AFL on Seven: Post-Match	#4
AFL on Seven: Pre-Match	#10	AFL on Seven: Pre-Match	#6
		Weekend Sunrise	#9
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven	#1	Seven News	#2
Seven News	#3	AFL on Seven	#3
AFL on Seven: Post-Match	#4	AFL on Seven: Post-Match	#4
AFL on Seven: Pre-Match	#7	AFL on Seven: Pre-Match	#6
AFL on Seven: Pre-Game	#10	Weekend Sunrise	#9

- **AFL on Seven: Saturday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (0.828 million). Seven News wins network,
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.

#### Live and As-Live Data

##### Week 22 Primetime Shares

ABC1:	11.9%
Seven:	19.7%
Nine:	21.2%
Ten:	14.2%
SBS1:	6.1%

ABC2:	2.5%
ABC3:	0.6%
ABC News 24:	1.1%
7TWO:	4.4%
7mate:	4.1%
GO!:	4.8%
Gem:	3.0%
One:	2.7%
Eleven:	2.7%
SBS2:	0.9%
NITV:	0.2%

##### Week 22 Combined Multiple Channels Primetime Shares

ABC1:	16.1%
Seven:	28.3%
Nine:	29.0%
Ten:	19.6%
SBS:	7.1%

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