

8 June 2015

Seven Network Ratings Report

Week 23: 31 May – 6 June 2015

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers and 18-49s.

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.

Seven scores in the most-watched programmes:

- | | |
|------------------------------|---------------|
| - Seven News – Sunday | 2.108 million |
| - House Rules – House Reveal | 1.813 million |
| - House Rules – Wednesday | 1.450 million |
| - House Rules – Tuesday | 1.399 million |
| - Home and Away | 1.339 million |
| - Seven News – Saturday | 1.327 million |
| - House Rules – Monday | 1.308 million |
| - Seven News | 1.292 million |

Metropolitan and Regional Combined Audiences

Seven wins in breakfast television.

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

Seven wins in morning television.

- The Morning is up 14% on Mornings in total viewers.

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. 7mate is number 1 for 16-39s.

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.



Primetime audience demographics for primary channels

6:00pm-midnight Week 23, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.5%	18.8%	14.8%	12.6%	5.0%
16-39s	19.5%	19.7%	19.4%	5.6%	3.2%
18-49s	19.8%	19.6%	19.1%	6.4%	3.9%
25-54s	19.9%	20.3%	18.5%	7.2%	4.2%

Primetime audience demographics for digital channels

6:00pm-midnight Week 23, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.7%	1.6%	1.9%	2.3%
7mate	4.5%	6.8%	6.3%	5.9%
GO!	5.2%	6.8%	6.3%	5.8%
Gem	3.2%	3.1%	2.7%	2.7%
One:	2.7%	2.5%	3.0%	3.2%
Eleven	3.1%	5.8%	5.1%	4.4%
ABC2:	2.8%	3.3%	3.0%	2.9%
ABC3	0.6%	0.5%	0.5%	0.4%
ABC News 24	1.2%	0.5%	0.9%	1.0%
SBS2	1.0%	1.5%	1.4%	1.2%
NITV	0.2%	0.2%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 23, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.7%	27.3%	20.6%	17.1%	6.2%
16-39s	27.9%	29.5%	27.7%	10.0%	4.9%
18-49s	28.0%	28.6%	27.1%	10.8%	5.4%
25-54s	28.1%	28.7%	26.1%	11.5%	5.5%

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 and 25-54s.
 - Seven is up 12% on Nine and up 41% on Ten in total viewers. Seven is up 2% on Nine and up 9% 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, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 15% on Nine (Nine + Go + Gem) and up 44% on Ten (Ten + One + Eleven) in total viewers.
 - Seven leads Nine and Ten in 18-49s. Seven is up 5% on Nine and up 12% 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	
Seven News	#1	Seven News	#2
House Rules	#3	House Rules	#3
Sunday Night	#9	Sunday Night	#10
16-39s		18-49s	
House Rules	#2	House Rules	#2
Seven News	#6	Seven News	#3

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (1.433 million). Seven News wins network – up 168,000 viewers on Nine News, a 13% audience advantage.
- **House Rules** (1.131 million) outpaces Reno Rumble and Masterchef, peaks at 1.357 million, and is one of Sunday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in breakfast television. Sunrise leads 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.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.

Tuesday

- Football on Seven: Sydney FC vs Chelsea dominates on 7mate.
- 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) leads Nine (Nine + Go + Gem) and is up 15% on Ten (Ten + One + Eleven) in total viewers.
 - Seven leads Nine and is up 15% on Ten in 16-39s. Seven leads Nine and is up 4% on Ten in 18-49s. Seven leads Nine and 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 breakfast television. Sunrise leads Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#5	House Rules	#5
Seven News – Today Tonight	#6	Ramsay's Kitchen Nightmares	#8
House Rules	#9		
Home and Away	#10		
16-39s		18-49s	
House Rules	#3	House Rules	#5
Ramsay's Kitchen Nightmares	#5	Ramsay's Kitchen Nightmares	#6
Home and Away	#7	Seven News – Today Tonight	#8
Seven News – Today Tonight	#9		

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 9% on Nine and up 21% on Ten.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- 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 10% on Nine + Go + Gem and up 26% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 31% on Today.
- Seven wins in morning television. The Morning Show is up 44% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	House Rules	#4
Seven News – Today Tonight	#6	Home and Away	#6
House Rules	#8		
Home and Away	#9		

16-39s		18-49s	
House Rules	#2	House Rules	#2
Home and Away	#7	Home and Away	#8
Criminal Minds	#10		

- **House Rules** (0.856 million) is one of Wednesday's top two most-watched programmes for 16-39s and 18-49s.

Thursday

- 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 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 16% on Nine and up 77% on Ten in total viewers.
 - Seven is up 27% on Nine and up 66% on Ten in 16-39s. Seven is up 26% on Nine and up 49% on Ten in 18-49s. Seven is up 16% on Nine and up 45% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 9% on Nine (Nine + Go + Gem) and up 83% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 61% on Ten in 16-39s. Seven is up 4% on Nine and up 47% on Ten in 18-49s. Seven is up 4% on Nine and up 45% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 9% on Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#8
Seven News – Today Tonight	#4	Better Homes and Gardens	#10
Better Homes and Gardens	#7		
16-39s		18-49s	
Better Homes and Gardens	#6	AFL on Seven	#8
AFL on Seven	#9	Better Homes and Gardens	#9
Seven News – Today Tonight	#10		

- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 31 share in total viewers, 33 share in 16-39s, 34 share in 18-49s and 33 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 58% on Nine and up 166% on Ten in total viewers.
 - Seven is up 107% on Nine and up 98% on Ten in 16-39s. Seven is up 95% on Nine and up 112% on Ten in 18-49s. Seven is up 70% on Nine and up 129% 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 31% on Nine (Nine + Go + Gem) and up 137% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 66% on Nine and up 92% on Ten in 16-39s. Seven is up 57% on Nine and up 89% on Ten in 18-49s. Seven is up 46% on Nine and up 96% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 21% on Weekend Today across 7:00-10:00am.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
AFL on Seven	#7	Surveillance Oz	#4
		Despicable Me	#5
		AFL on Seven	#6
		AFL on Seven: Post-Match	#10
16-39s		18-49s	
Seven News	#2	Seven News	#1
Despicable Me	#3	Despicable Me	#3
AFL on Seven	#4	AFL on Seven	#4
Jurassic Park III	#6	Surveillance Oz	#5
Surveillance Oz	#8	Jurassic Park III	#9
AFL on Seven: Pre-Match	#10	AFL on Seven: Post-Match	#10

- **Seven News** (0.874 million). Seven News wins network – up 98,000 viewers on Nine News, a 13% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 28 share in total viewers, 30 share in 16-39s, 30 share in 18-49s and 26 share in 25-54s.

Live and As-Live Data**Week 23 Primetime Shares**

ABC1:	12.6%
Seven:	19.5%
Nine:	18.8%
Ten:	14.8%
SBS1:	5.0%

ABC2:	2.8%
ABC3:	0.6%
ABC News 24:	1.2%
7TWO:	4.7%
7mate:	4.5%
GO!:	5.2%
Gem:	3.2%
One:	2.7%
Eleven:	3.1%
SBS2:	1.0%
NITV:	0.2%

Week 23 Combined Multiple Channels Primetime Shares

ABC1:	17.1%
Seven:	28.7%
Nine:	27.3%
Ten:	20.6%
SBS:	6.2%

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