

15 June 2015

## Seven Network Ratings Report

Week 24: 7 June – 13 June 2015

### Seven wins in primetime on primary channels.

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

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

- |                            |               |
|----------------------------|---------------|
| - Seven News – Sunday      | 1.766 million |
| - House Rules – Wednesday  | 1.620 million |
| - House Rules – Sunday     | 1.585 million |
| - House Rules – Tuesday    | 1.482 million |
| - Seven News – Saturday    | 1.477 million |
| - House Rules – Monday     | 1.447 million |
| - Seven News               | 1.367 million |
| - Home and Away            | 1.337 million |
| - Sunday Night             | 1.241 million |
| - Better Homes and Gardens | 1.212 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 23% 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 24, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.6%	17.9%	15.3%	14.1%	4.8%
16-39s	19.8%	18.4%	20.9%	6.2%	2.8%
18-49s	20.1%	18.8%	20.3%	7.4%	3.5%
25-54s	20.2%	19.5%	19.5%	8.2%	3.9%

### Primetime audience demographics for digital channels

#### 6:00pm-midnight Week 24, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.5%	1.2%	1.6%	1.9%
7mate	4.4%	7.1%	6.3%	6.1%
GO!	4.8%	6.7%	5.9%	5.5%
Gem	3.3%	2.6%	2.6%	2.7%
One:	2.8%	2.9%	3.3%	3.4%
Eleven	2.7%	5.0%	4.2%	3.6%
ABC2:	2.8%	3.4%	2.9%	2.7%
ABC3	0.7%	0.6%	0.6%	0.5%
ABC News 24	1.2%	0.7%	0.9%	0.9%
SBS2	1.0%	1.6%	1.5%	1.2%
NITV	0.2%	0.2%	0.1%	0.1%

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

#### 6:00pm-midnight Week 24, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.6%	25.9%	20.8%	18.8%	6.0%
16-39s	28.1%	27.7%	28.8%	10.9%	4.6%
18-49s	27.9%	27.3%	27.8%	11.9%	5.1%
25-54s	28.1%	27.7%	26.5%	12.4%	5.2%

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, 18-49s and 25-54s.
  - Seven is up 31% on Nine and up 50% on Ten in total viewers.
  - Seven is up 11% on Nine in 16-39s. Seven is up 18% on Nine and leads Ten in 18-49s. Seven is up 16% on Nine and up 10% 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 37% on Nine (Nine + Go + Gem) and up 55% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 36% on Nine and leads Ten in 16-39s. Seven is up 34% on Nine and up 9% on Ten in 18-49s. Seven is up 30% on Nine and up 19% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 15% on Weekend Today.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	House Rules	#2
House Rules	#3	Seven News	#4
Sunday Night	#6	Sunday Night	#7
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#2	House Rules	#2
Seven News	#7	Seven News	#3
Sunday Night	#8	Sunday Night	#8

- **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** (1.133 million). Seven News wins network – up 86,000 viewers on Nine News, an 8% audience advantage.
- **House Rules** (0.973 million) outpaces Reno Rumble and Masterchef, and is one of Sunday's top two most-watched programmes for 16-39s, 18-49s and 25-54s
- **Sunday Night** (0.747 million) wins its timeslot.

## Monday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise is up 23% on Today.
- Seven wins in morning television. The Morning Show is up 93% on 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 25-54s.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#3	House Rules	#6
House Rules	#10	Seven News – Today Tonight	#8
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#3	Seven News	#3
Seven News	#4	House Rules	#4
Home and Away	#7	Seven News – Today Tonight	#10
Seven News – Today Tonight	#9		

- **AFL on Seven: Monday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (1.385 million). Seven News wins network – up 151,000 viewers on Nine News, a 12% audience advantage.
- **Seven News – Today Tonight** (1.198 million). Seven News – Today Tonight wins network
- **House Rules** (0.884 million) peaks at 1.088 million, outpaces Reno Rumble and is one of Monday's top four most-watched programmes for 16-39s and 18-49s.

## Tuesday

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	House Rules	#2
Seven News – Today Tonight	#7	Ramsay's Kitchen Nightmares	#10
House Rules	#8		
Home and Away	#10		
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#2	House Rules	#2
Home and Away	#7	Ramsay's Kitchen Nightmares	#8
		Home and Away	#9

- **House Rules** (0.881 million peaks at 1.055 million, is up 32% on Reno Rumble and is one of Tuesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.

## Wednesday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 10% on Nine and up 20% on Ten.
- 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 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 18% on Nine + Go + Gem and up 29% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 19% on Today.
- Seven wins in morning television. The Morning Show is up 30% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	House Rules	#3
Seven News – Today Tonight	#5	Seven News – Today Tonight	#9
House Rules	#8	Criminal Minds	#10
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#2	House Rules	#2
Home and Away	#9	Seven News – Today Tonight	#9
		Criminal Minds	#10

- **House Rules** (0.924 million) peaks at 1.156 million and is one of Wednesday's top two most-watched programmes for 16-39s and 18-49s.

## Thursday

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

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	Seven News	#5
Seven News – Today Tonight	#5	Seven News – Today Tonight	#8
Home and Away	#8	Home and Away	#9
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#5	Home and Away	#6
		Seven News	#7
		Seven News – Today Tonight	#10

## 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 28% on Nine and up 92% on Ten in total viewers.
  - Seven is up 34% on Nine and up 57% on Ten in 16-39s. Seven is up 32% on Nine and up 49% on Ten in 18-49s. Seven is up 22% on Nine and up 52% 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 16% on Nine (Nine + Go + Gem) and up 88% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 5% on Nine and up 45% on Ten in 16-39s. Seven is up 3% on Nine and up 39% on Ten in 18-49s. Seven is up 3% on Nine and up 44% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 29% on Today.
- Seven wins in morning television. The Morning Show is up 22% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Better Homes and Gardens	#5
Seven News – Today Tonight	#5	Seven News	#6
Better Homes and Gardens	#6	Seven News – Today Tonight	#10
<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#3	Better Homes and Gardens	#7
AFL on Seven	#8	AFL on Seven	#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.

## 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 40% on Nine and up 92% on Ten in total viewers.
  - Seven is up 78% on Nine and up 65% on Ten in 16-39s. Seven is up 58% on Nine and up 50% on Ten in 18-49s. Seven is up 40% on Nine and up 61% 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 35% on Nine (Nine + Go + Gem) and up 92% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 59% on Nine and up 64% on Ten in 16-39s. Seven is up 47% on Nine and up 47% on Ten in 18-49s. Seven is up 39% on Nine and up 58% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 14% on Weekend Today.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#1
Despicable Me 2	#9	Despicable Me 2	#4
		AFL on Seven	#9
<b>16-39s</b>		<b>18-49s</b>	
Despicable Me 2	#1	Seven News	#2
Seven News	#4	Despicable Me 2	#4
AFL on Seven	#5	AFL on Seven	#5

- **Seven News** (0.948 million). Seven News wins network – up 138,000 viewers on Nine News, a 17% 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 – 26 share in total viewers, 31 share in 16-39s, 30 share in 18-49s and 29 share in 25-54s.
- **Saturday Night At The Movies: Despicable Me 2** dominates in 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 35 share in 16-39s, 29 share in 18-49s and 27 share in 25-54s.

**Live and As-Live Data****Week 24 Primetime Shares**

ABC1:	14.1%
Seven:	19.6%
Nine:	17.9%
Ten:	15.3%
SBS1:	4.8%

ABC2:	2.8%
ABC3:	0.7%
ABC News 24:	1.2%
7TWO:	4.5%
7mate:	4.4%
GO!:	4.8%
Gem:	3.3%
One:	2.8%
Eleven:	2.7%
SBS2:	1.0%
NITV:	0.2%

**Week 24 Combined Multiple Channels Primetime Shares**

ABC1:	18.8%
Seven:	28.6%
Nine:	25.9%
Ten:	20.8%
SBS:	6.0%

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