

3 August 2015

Seven Network Ratings Report

Week 31: 26 July - 1 August 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. 7mate is number 1 for 25-54s.

Seven + 7TWO + 7mate is number 1 in 2015.

- Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime in total viewers on the combined audiences of all multiple channels across the current television season.

Seven wins in breakfast television.

- Sunrise leads Today in total viewers.

Seven wins in morning television.

- The Morning Show leads Mornings in total viewers.

Seven scores in the most-watched programmes:

- Seven News – Sunday	1.958 million
- Seven News – Saturday	1.347 million
- Seven News	1.260 million
- Home and Away	1.255 million
- Better Homes and Gardens	1.147 million
- Dancing with the Stars	1.095 million
- Restaurant Revolution – Tuesday	1.022 million

Metropolitan and Regional Combined Audiences



Primetime audience demographics for primary channels

6:00pm-midnight Week 31, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	16.7%	17.8%	16.3%	13.0%	4.7%
16-39s	16.0%	16.2%	22.9%	5.4%	3.4%
18-49s	16.1%	17.8%	21.8%	6.4%	3.6%
25-54s	16.3%	18.6%	20.8%	7.3%	3.8%

Primetime audience demographics for digital channels

6:00pm-midnight Week 31, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.5%	1.4%	1.9%	2.2%
7mate	4.0%	5.4%	5.2%	5.0%
GO!	4.0%	5.4%	5.0%	4.7%
Gem	7.3%	8.5%	7.8%	7.4%
One	2.7%	2.7%	3.0%	3.2%
Eleven	2.7%	5.2%	4.4%	3.8%
ABC2	3.3%	4.5%	4.0%	3.8%
ABC3	0.7%	0.5%	0.5%	0.5%
ABC News 24	1.1%	0.8%	1.1%	1.1%
SBS2	1.0%	1.5%	1.4%	1.4%
NITV	0.2%	0.2%	0.2%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 31, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	25.2%	29.1%	21.7%	18.2%	5.9%
16-39s	22.8%	30.2%	30.7%	11.2%	5.1%
18-49s	23.1%	30.6%	29.1%	12.0%	5.2%
25-54s	23.5%	30.7%	27.8%	12.7%	5.3%

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 breakfast television. Weekend Sunrise leads Weekend Today.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers and 25-54s.

Monday

- 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.

Tuesday

- Seven wins in primetime in key audience demographics on primary channels.
 - Seven is number one for 16-39s, 18-49s and 25-54s.
 - Seven is up 37% on Nine and up 29% on Ten in 16-39s. Seven is up 16% on Nine and up 25% on Ten in 18-49s. Seven is up 4% on Nine and up 23% 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 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 5% on Nine (Nine + Go + Gem) and up 37% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 15% on Nine and up 16% on Ten in 16-39s. Seven is up 5% on Nine and up 9% on Ten in 18-49s. Seven leads Nine and is up 8% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Restaurant Revolution	#6
Seven News – Today Tonight	#5	Winners and Losers	#8
Home and Away	#8		
16-39s		18-49s	
Restaurant Revolution	#4	Winners and Losers	#5
Winners and Losers	#5	Restaurant Revolution	#7
Home and Away	#6	Home and Away	#8
Winners and Losers	#7		

Wednesday

- Seven wins in breakfast television. Sunrise is up 17% on Today.
- Seven wins in morning television. The Morning Show is up 22% on Mornings.

Thursday

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Home and Away	#7
Seven News – Today Tonight	#4	Seven News – Today Tonight	#8
Home and Away	#9		
16-39s		18-49s	
Home and Away	#3	Home and Away	#5
Seven News – Today Tonight	#6	Seven News – Today Tonight	#8

Friday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 11% on Nine and up 91% on Ten in total viewers.
 - Seven is up 17% on Nine and up 55% on Ten in 16-39s. Seven is up 9% on Nine and up 53% on Ten in 18-49s. Seven is up 4% on Nine and up 48% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 33 share in total viewers, 38 share in 16-39s, 36 share in 18-49s and 34 share in 25-54s.

Saturday

- 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 64% on Nine and up 39% on Ten in total viewers.
 - Seven is up 95% on Nine and up 41% on Ten in 16-39s. Seven is up 72% on Nine and up 20% on Ten in 18-49s. Seven is up 69% on Nine and up 25% 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 53% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 46% on Nine and up 45% on Ten in 16-39s. Seven is up 46% on Nine and up 33% on Ten in 18-49s. Seven is up 49% on Nine and up 36% 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	#1
		Spiderman 2	#5
		AFL on Seven: Pre-Match	#8
		Sunrise	#9
		Sunrise	#10
16-39s		18-49s	
Seven News	#1	Seven News	#2
AFL on Seven: Pre-Match	#4	Spiderman 2	#4
Spiderman 2	#5	AFL on Seven: Pre-Match	#7
AFL on Seven	#7	Sunrise	#8
		AFL on Seven	#9

- **Seven News** (0.896 million). Seven News wins network.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 29 share in 16-39s and 25 share in 18-49s.

Live and As-Live Data**Week 31 Primetime Shares**

ABC1:	13.0%
Seven:	16.7%
Nine:	17.8%
Ten:	16.3%
SBS1:	4.7%

ABC2:	3.3%
ABC3:	0.7%
ABC News 24:	1.1%
7TWO:	4.5%
7mate:	4.0%
GO!:	4.0%
Gem:	7.3%
One:	2.7%
Eleven:	2.7%
SBS2:	1.0%
NITV:	0.2%

Week 31 Combined Multiple Channels Primetime Shares

ABC1:	18.2%
Seven:	25.2%
Nine:	29.1%
Ten:	21.7%
SBS:	5.9%