

10 August 2015

## Seven Network Ratings Report

Week 32: 2 August - 9 August 2015

### Seven is number 1 in 2015

- Seven is number 1 for total viewers, 16-39s and 18-49s 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 scores in the most-watched programmes:

- Seven News – Sunday	2.050 million
- Sunday Night	1.745 million
- Home and Away	1.284 million
- Seven News	1.245 million
- Seven News – Saturday	1.224 million
- Border Security	1.172 million
- Dancing with the Stars	1.168 million
- Better Homes and Gardens	1.161 million

Metropolitan and Regional Combined Audiences



## Primetime audience demographics for primary channels

### 6:00pm-midnight Week 32, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	17.7%	19.4%	12.7%	12.8%	5.3%
16-39s	17.3%	19.0%	16.4%	6.1%	3.5%
18-49s	16.9%	20.0%	16.1%	6.9%	4.1%
25-54s	17.1%	20.8%	15.6%	7.8%	4.3%

## Primetime audience demographics for digital channels

### 6:00pm-midnight Week 32, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.9%	2.0%	2.2%	2.5%
7mate	4.3%	6.1%	5.7%	5.6%
GO!	4.4%	6.1%	5.7%	5.2%
Gem	6.2%	7.4%	6.8%	6.4%
One	2.7%	2.9%	3.3%	3.4%
Eleven	3.0%	5.7%	4.9%	4.3%
ABC2	3.2%	3.8%	3.6%	3.4%
ABC3	0.7%	0.6%	0.6%	0.5%
ABC News 24	1.2%	0.8%	1.1%	1.1%
SBS2	1.3%	2.1%	2.0%	1.8%
NITV	0.2%	0.2%	0.2%	0.1%

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

### 6:00pm-midnight Week 32, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	26.9%	30.0%	18.4%	17.9%	6.8%
16-39s	25.4%	32.4%	25.1%	11.2%	5.8%
18-49s	24.9%	32.5%	24.4%	12.1%	6.2%
25-54s	25.2%	32.5%	23.3%	12.8%	6.3%

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 is up 16% on Weekend Today.
- Seven wins in primetime on digital channels,
  - 7mate is the most-watched digital channel for 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#3
Sunday Night	#5	Sunday Night	#4
Dancing with the Stars	#8		
16-39s		18-49s	
Seven News	#4	Seven News	#3
Sunday Night	#7	Sunday Night	#4

- **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** (1.367 million).
- **Sunday Night** (1.043 million) peaks at 1.233 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s/

## Monday

- Seven wins in morning television. The Morning Show is up 26% 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 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Seven News – Today Tonight	#8
Seven News – Today Tonight	#5	Home and Away	#9
Home and Away	#9	Seven News	#10
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#6	Home and Away	#8
Restaurant Revolution	#9	Seven News – Today Tonight	#9
Seven News – Today Tonight	#10	Seven News	#10

## Tuesday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show is up 23% on Mornings.

## Wednesday

- 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 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	#3	Border Security	#7
Seven News – Today Tonight	#6	Seven News	#8
Home and Away	#9	Seven News – Today Tonight	#9
Border Security	#10	Home and Away	#10
<b>16-39s</b>		<b>18-49s</b>	
Border Security	#4	Border Security	#6
Home and Away	#5	Home and Away	#8
		Seven News	#10

## Thursday

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

## Friday

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	Better Homes and Gardens	#9
Seven News – Today Tonight	#5	Seven News	#10
Better Homes and Gardens	#7		
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven	#4	AFL on Seven	#9
Better Homes and Gardens	#8	Better Homes and Gardens	#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, 38 share in 16-39s, 34 share in 18-49s and 32 share in 25-54s.

## Saturday

- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 87% on Nine and up 60% on Ten in total viewers.
  - Seven is up 103% on Nine and up 47% on Ten in 16-39s. Seven is up 110% on Nine and up 48% on Ten in 18-49s. Seven is up 98% 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 43% on Nine (Nine + Go + Gem) and up 50% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 42% on Nine and up 55% on Ten in 16-39s. Seven is up 41% on Nine and up 44% on Ten in 18-49s. Seven is up 43% on Nine and up 48% 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Seven News	#2
AFL on Seven	#10	AFL on Seven	#5
		AFL on Seven: Post-Match	#7
		AFL on Seven: Pre-Match	#9
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#3	Seven News	#2
AFL on Seven	#4	AFL on Seven	#4
AFL on Seven: Post-Match	#8	AFL on Seven: Post-Match	#6
Spider-Man 3	#10	AFL on Seven: Pre-Match	#10

- AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 27 share in total viewers, 33 share in 16-39s, 32 share in 18-49s and 31 share in 25-54s.

**Live and As-Live Data****Week 32 Primetime Shares**

ABC1:	12.8%
Seven:	17.7%
Nine:	19.4%
Ten:	12.7%
SBS1:	5.3%

ABC2:	3.2%
ABC3:	0.7%
ABC News 24:	1.2%
7TWO:	4.9%
7mate:	4.3%
GO!:	4.4%
Gem:	6.2%
One:	2.7%
Eleven:	3.0%
SBS2:	1.3%
NITV:	0.2%

**Week 32 Combined Multiple Channels Primetime Shares**

ABC1:	17.9%
Seven:	26.9%
Nine:	30.0%
Ten:	18.4%
SBS:	6.8%