

14 September 2015

Seven Network Ratings Report

Week 37: 6 September – 12 September 2015



Seven wins in primetime combined audiences.

- 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 latest television week.

Seven wins in primetime on digital channels.

- 7TWO is number 1 for total viewers in primetime on digital channels across the latest television week.
- 7mate is number 1 for 16-39s, 18-49s and 25-54s in primetime on digital channels across the latest television week.

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 16-39s and 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 is up 19% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 19% on Mornings in total viewers.

Seven scores in the most-watched programmes:

- | | |
|----------------------------------|---------------|
| - Seven News – Sunday | 1.745 million |
| - Sunday Night | 1.672 million |
| - Seven News – Saturday | 1.456 million |
| - Cats Make you Laugh Out Loud 2 | 1.400 million |
| - Dancing with the Stars – Final | 1.355 million |
| - The Force | 1.353 million |
| - Border Security | 1.325 million |

- Dancing with the Stars 1.301 million
- Seven News 1.233 million
- Home and Away 1.222 million
- Better Homes and Gardens 1.130 million
- Winners and Losers 1.124 million

Metropolitan and Regional Combined Audiences

Primetime audience demographics for primary channels

6:00pm-midnight Week 37, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.1%	20.2%	12.1%	13.5%	4.7%
16-39s	18.0%	21.9%	15.5%	5.7%	3.6%
18-49s	18.4%	22.0%	15.0%	7.4%	4.1%
25-54s	18.7%	22.3%	14.6%	8.5%	4.5%

Primetime audience demographics for digital channels

6:00pm-midnight Week 37, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.8%	1.9%	2.2%	2.5%
7mate	4.7%	7.1%	6.5%	6.0%
GO!	4.3%	6.6%	5.7%	5.2%
Gem	3.7%	3.9%	3.7%	3.6%
One	2.9%	3.4%	3.7%	3.6%
Eleven	2.9%	5.6%	4.8%	4.2%
ABC2	2.9%	3.4%	3.1%	2.9%
ABC3	0.7%	0.6%	0.5%	0.4%
ABC News 24	1.3%	1.0%	1.3%	1.3%
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 37, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.6%	28.2%	17.9%	18.4%	5.9%
16-39s	27.0%	32.4%	24.5%	10.7%	5.4%
18-49s	27.1%	31.5%	23.5%	12.3%	5.7%
25-54s	27.2%	31.2%	22.4%	13.2%	6.0%

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 primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s and 18-49s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#4
Sunday Night	#5	Sunday Night	#5
Dancing with the Stars	#6	Dancing with the Stars	#7
16-39s		18-49s	
Seven News	#5	Seven News	#4
Sunday Night	#7	Sunday Night	#6
Dancing with the Stars	#9	Dancing with the Stars	#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** (1.178 million).
- **Sunday Night** (1.060 million) peaks at 1.291 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Dancing with the Stars** (0.850 million) peaks at 1.300 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 primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate leads Nine + Go + Gem and is up 50% on Ten + One + Eleven in total viewers.

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

- Seven wins in breakfast television. Sunrise leads Today.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News – Today Tonight	#4	Seven News – Today Tonight	#7
Seven News	#5	Home and Away	#9
Dancing with the Stars	#8	Seven News	#10
16-39s		18-49s	
Home and Away	#7	Home and Away	#8
Seven News – Today Tonight	#9	Seven News – Today Tonight	#9

- **Dancing with the Stars** (0.883 million) peaks at 1.107 million and ranks in Monday's top ten most-watched programmes.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 7% on Nine and up 22% on Ten in total viewers.
 - Seven is up 4% on Nine and up 21% on Ten in 16-39s. Seven is up 5% on Nine and up 13% on Ten in 18-49s. Seven is up 3% on Nine and up 11% on Ten in 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 combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 7% on Nine + Go + Gem and up 21% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 30% on Today.
- Seven wins in morning television. The Morning Show is up 37% on Mornings.
- Seven scores in the most-watched programmes:

All People Seven News – Today Tonight #2 Seven News #4 Cats Make You Laugh Out Loud #8 Home and Away #10	25-54s Winners and Losers #6 Cats Make You Laugh Out Loud #7 Seven News – Today Tonight #9
16-39s Winners and Losers #3 Cats Make You Laugh Out Loud #5 Home and Away #6 Seven News – Today Tonight #7	18-49s Winners and Losers #4 Cats Make You Laugh Out Loud #5 Seven News – Today Tonight #8 Home and Away #10
- **Cats Make You Laugh Out Loud 2** (0.869 million) peaks at 1.052 million, wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Winners and Losers** (0.711 million) wins its timeslot and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 25-54s.

- Seven wins in primetime 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 32% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 24% on Today.
- Seven wins in morning television. The Morning Show is up 29% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	The Force	#6
Seven News – Today Tonight	#5	Home and Away	#9
The Force	#10	Seven News – Today Tonight	#10
16-39s		18-49s	
Home and Away	#5	Home and Away	#7
The Force	#7	The Force	#8
Border Security	#8	Seven News – Today Tonight	#10

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.

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 28% on Nine and up 148% on Ten in total viewers.
 - Seven is up 34% on Nine and up 132% on Ten in 16-39s. Seven is up 32% on Nine and up 118% on Ten in 18-49s. Seven is up 25% on Nine and up 104% 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 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 155% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 15% on Nine and up 106% on Ten in 16-39s. Seven is up 22% on Nine and up 108% on Ten in 18-49s. Seven is up 23% on Nine and up 101% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise is up 33% on Today.
- Seven wins in morning television. The Morning Show is up 17% on Mornings.
- Seven scores in the most-watched programmes:

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

16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#1
AFL on Seven: Pre-Match	#6	AFL on Seven: Pre-Match	#6
Better Homes and Gardens	#8	Better Homes and Gardens	#10

- **AFL on Seven: The Finals** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts on Seven – 43 share in total viewers, 47 share in 16-39s, 47 share in 18-49s and 45 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 6% on Nine and up 386% on Ten in total viewers.
 - Seven is up 18% on Nine and up 291% on Ten in 16-39s. Seven is up 9% on Nine and up 367% on Ten in 18-49s. Seven is up 4% on Nine and up 354% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 18-49s and 25-54s.
- Seven wins in primetime 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 8% on Nine (Nine + Go + Gem) and up 259% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 14% on Nine and up 232% on Ten in 16-39s. Seven is up 8% on Nine and up 231% on Ten in 18-49s. Seven is up 5% on Nine and up 218% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 38% on Weekend Today across 7:00-10:00am.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#3
AFL on Seven: Afternoon	#4	AFL on Seven: Afternoon	#4
AFL on Seven	#6	AFL on Seven	#5
AFL on Seven: Post Match	#10	AFL on Seven: Post-Match	#7
		AFL on Seven: Pre-Match	#9
		Pirates of the Caribbean	#10
16-39s		18-49s	
AFL on Seven: Afternoon	#2	AFL on Seven: Afternoon	#3
AFL on Seven	#3	AFL on Seven	#4
Seven News	#5	Seven News	#5
AFL on Seven: Post-Match	#7	AFL on Seven: Post-Match	#7
AFL on Seven: Pre-Match	#9	AFL on Seven: Pre-Game	#8
AFL on Seven: Pre-Game	#10	Pirates of the Caribbean	#10

- AFL on Seven: The Finals** dominates in total viewers, 16-39s, 18-49s and 25-54s across its afternoon broadcast markets on Seven.
- Seven News** (1.004 million). Seven News wins network – up 385,000 viewers on Nine News, a 62% audience advantage.
- AFL on Seven: The Finals** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 45 share in total viewers, 51 share in 16-39s, 50 share in 18-49s and 48 share in 25-54s.

Live and As-Live Data

Week 37 Primetime Shares

ABC1:	13.5%
Seven:	20.1%
Nine:	20.2%
Ten:	12.1%
SBS1:	4.7%

ABC2:	2.9%
ABC3:	0.7%
ABC News 24:	1.3%
7TWO:	4.8%
7mate:	4.7%
GO!:	4.3%
Gem:	3.7%
One:	2.9%
Eleven:	2.9%
SBS2:	1.0%
NITV:	0.2%

Week 37 Combined Multiple Channels Primetime Shares

ABC1:	18.4%
Seven:	29.6%
Nine:	28.2%
Ten:	17.9%
SBS:	5.9%