

9 November 2015

Seven Network Ratings Report

Week 45: 1 November – 7 November 2015

Seven wins in news.

- Seven News leads Nine News.

The Melbourne Cup Carnival on Seven dominates.

- The Melbourne Cup peaks at 3.156 million, and across connected devices, Seven and PLUS7 deliver 488,000 stream starts across the day with 342,000 concurrent streams during The Melbourne Cup.

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers.

Seven wins in primetime on digital channels.

- 7TWO is number 1 for total viewers in primetime on digital channels.

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.

Seven wins at 5:30pm.

- The Chase is up 12% on Hot Seat.

Seven wins in breakfast television.

- Sunrise ties with Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 17% on Mornings in total viewers.

Seven is number 1 in 2015

- Seven is number 1 for total viewers 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 in primetime on digital channels across the current television season.

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.

Weeks 1-45, 2015: 6:00pm-midnight



Seven scores across primetime.

- Sunday Night peaks at 1.149 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.209 million, wins its timeslot and is one of Monday's top two most-watched programmes for total viewers and 25-54s and one of the top four most-watched programmes for 16-39s and 18-49s.
- The X Factor peaks at 1.444 million, wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- 800 Words peaks at 1.610 million, wins its timeslot, is Australia's most-watched programme across primetime and delivers across all key audience demographics.
- Ramsay's Kitchen Nightmares wins in total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens peaks at 1.034 million, wins its timeslot and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: Star Wars: Episode VI: The Return of the Jedi peaks at 1.045 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Saturday's number one most-watched programme for 16-39s, 18-49s and 25-54s.

Seven scores in the most-watched programmes:

- | | |
|---|---------------|
| - The Melbourne Cup – The Race | 2.991 million |
| - The Melbourne Cup – Presentations | 2.512 million |
| - The Melbourne Cup – The Mounting Yard | 1.891 million |
| - The X Factor – Tuesday | 1.720 million |
| - 800 Words | 1.716 million |
| - Seven News – Sunday | 1.651 million |
| - The X Factor – Monday | 1.560 million |
| - Sunday Night | 1.477 million |
| - Seven News – Saturday | 1.464 million |
| - Highway Patrol | 1.363 million |
| - Better Homes and Gardens | 1.358 million |
| - Seven News | 1.354 million |
| - Home and Away | 1.266 million |
| - Highway Patrol | 1.232 million |
| - The Melbourne Cup – Late Afternoon | 1.227 million |
| - Star Wars: Episode VI: Return of the Jedi | 1.167 million |

Primetime audience demographics for primary channels

| 6:00pm-midnight Week 45, 2015 | | | | | |
|-------------------------------|-------|-------|-------|-------|------|
| Audience shares | Seven | Nine | Ten | ABC | SBS |
| All People | 21.2% | 20.0% | 11.9% | 12.5% | 4.6% |
| 16-39s | 18.9% | 22.0% | 15.8% | 5.5% | 2.9% |
| 18-49s | 20.1% | 21.5% | 15.3% | 6.7% | 3.4% |
| 25-54s | 20.9% | 21.5% | 14.8% | 7.5% | 3.8% |

Primetime audience demographics for digital channels

| 6:00pm-midnight Week 45, 2015 | | | | |
|-------------------------------|-------|--------|--------|--------|
| Audience shares | Total | 16-39s | 18-49s | 25-54s |
| 7TWO | 5.1% | 1.5% | 1.9% | 2.2% |
| 7mate | 3.7% | 6.2% | 5.6% | 5.2% |
| GO! | 5.1% | 8.3% | 7.0% | 6.2% |
| Gem | 3.5% | 3.7% | 3.6% | 3.5% |
| One | 2.9% | 2.8% | 3.3% | 3.5% |
| Eleven | 3.1% | 5.5% | 4.8% | 4.3% |
| ABC2 | 2.8% | 3.3% | 3.0% | 2.8% |
| ABC3 | 0.6% | 0.4% | 0.5% | 0.4% |
| ABC News 24 | 1.4% | 1.1% | 1.2% | 1.2% |
| SBS2 | 1.3% | 2.0% | 1.9% | 1.9% |
| NITV: | 0.1% | 0.1% | 0.1% | 0.1% |

Primetime audience demographics for combined audiences of all channels.

| 6:00pm-midnight Week 45, 2015 | | | | | |
|-------------------------------|-------|-------|-------|-------|------|
| Audience shares | Seven | Nine | Ten | ABC | SBS |
| All People | 30.0% | 28.7% | 18.0% | 17.2% | 6.1% |
| 16-39s | 26.6% | 34.0% | 24.1% | 10.3% | 5.0% |
| 18-49s | 27.6% | 32.2% | 23.5% | 11.3% | 5.4% |
| 25-54s | 28.3% | 31.3% | 22.6% | 12.0% | 5.7% |

FTA Channels and Total TV

Copyright Ozdam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live).

Primetime Programming Analysis

Sunday

- Seven scores in the most-watched programmes:

| All People | | 25-54s | |
|--------------|-----|--------------|-----|
| Seven News | #3 | Seven News | #5 |
| Sunday Night | #4 | Sunday Night | #6 |
| Beach Cops | #7 | Beach Cops | #10 |
| Quantico | #10 | | |
| 16-39s | | 18-49s | |
| Seven News | #5 | Seven News | #4 |
| Sunday Night | #8 | Sunday Night | #5 |
| | | Beach Cops | #10 |

- Seven News** (1.110 million).
- Sunday Night** (0.972 million) peaks at 1.149 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Beach Cops** (0.716 million) ranks in Sunday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.

Monday

- Seven wins in news.
- 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 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.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven wins at 5:30pm. The Chase is up 16% on Hot Seat.
- Seven scores in the most-watched programmes:

| | | | |
|----------------------------|-----|----------------------------|-----|
| All People | | 25-54s | |
| Seven News | #1 | The X Factor | #2 |
| The X Factor | #2 | Seven News – Today Tonight | #5 |
| Seven News – Today Tonight | #3 | Seven News | #8 |
| Home and Away | #10 | Home and Away | #9 |
| | | The Big Bang Theory | #10 |
| 16-39s | | 18-49s | |
| The X Factor | #4 | The X Factor | #3 |
| Home and Away | #6 | Home and Away | #6 |
| The Big Bang Theory | #10 | Seven News – Today Tonight | #10 |

- **Seven News** (1.016 million). Seven News wins network – up 80,000 viewers on Nine News, a 9% audience advantage.
- **Seven News – Today Tonight** (0.997 million). Seven News – Today Tonight wins network – up 14,000 viewers on Nine News – 6:30pm.
- **The X Factor** (1.005 million) peaks at 1.209 million, wins its timeslot and is one of Monday's top two most-watched programmes for total viewers and 25-54s and one of the top four most-watched programmes for 16-39s and 18-49s.
- **The Big Bang Theory on Seven** (0.561 million) ranks in Monday's top ten most-watched programmes for 16-39s and 25-54s.

Tuesday

- Seven wins in news.
- The Melbourne Cup on Seven dominates across television and any connected device.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers and 25-54s.
 - Seven is up 16% on Nine and up 114% on Ten in total viewers.
 - Seven is up 57% on Ten in 16-39s. Seven is up 65% on Ten in 18-49s. Seven is up 6% on Nine and up 80% on Ten in 25-54s.

- 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.
- Seven wins in primetime 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 21% on Nine (Nine + Go + Gem) and up 93% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 30% on Ten in 16-39s. Seven leads Nine and is up 35% on Ten in 18-49s. Seven is up 6% on Nine and up 43% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase is up 39% on Hot Seat.
- Seven wins in breakfast television. Sunrise is up 13% on Today.
- Seven scores in the most-watched programmes:

| All People | | 25-54s | |
|------------------------------------|-----|-----------------------------------|-----|
| The Melbourne Cup – The Race | #1 | The Melbourne Cup – The Race | #1 |
| The Melbourne Cup – Presentations | #2 | The Melbourne Cup – Presentations | #2 |
| The Melbourne Cup – Mounting Yard | #3 | 800 Words | #5 |
| Seven News | #4 | The Melbourne Cup – Mounting Yard | #6 |
| Seven News – Today Tonight | #5 | The X Factor | #7 |
| 800 Words | #6 | Seven News | #8 |
| The X Factor | #7 | Seven News – Today Tonight | #9 |
| 16-39s | | 18-49s | |
| The Melbourne Cup – The Race | #1 | The Melbourne Cup – The Race | #1 |
| The Melbourne Cup – Presentations | #2 | The Melbourne Cup – Presentations | #2 |
| The Melbourne Cup – Mounting Yard | #5 | The Melbourne Cup – Mounting Yard | #5 |
| The X Factor | #7 | 800 Words | #6 |
| 800 Words | #8 | The X Factor | #7 |
| The Melbourne Cup – Late Afternoon | #9 | Seven News | #9 |
| Home and Away | #10 | Seven News – Today Tonight | #10 |

- **The Melbourne Cup on Seven** delivers a metropolitan and regional television audience of 2.991 million and peaks at 3.156 million, and across connected devices, Seven and PLUS7 deliver 488,000 stream starts across the day with 342,000 concurrent streams during The Melbourne Cup.
- **Seven News** (1.245 million). Seven News wins network – up 252,000 viewers on Nine News, a 25% audience advantage.
- **Seven News – Today Tonight** (1.171 million). Seven News – Today Tonight wins network – up 169,000 viewers on Nine News – 6:30pm, a 17% audience advantage.
- **The X Factor** (1.147 million) peaks at 1.444 million, wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **800 Words** (1.080 million) peaks at 1.610 million, wins its timeslot, is Australia's most-watched programme across primetime and delivers across all key audience demographics – 29 share in total viewers, 25 share in 16-39s, 28 share in 18-49s and 29 share in 25-54s.
- **Ramsay's Kitchen Nightmares** (0.451 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 26 share in 16-39s, 25 share in 18-49s and 26 share in 25-54s.

Wednesday

- Seven wins in news.
- Seven wins at 5:30pm. The Chase is up 15% on Hot Seat.
- Seven wins in morning television. The Morning Show is up 23% on Mornings.

Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 4% on Nine and up 22% 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 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 8% on Nine + Go + Gem and up 30% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today.

Friday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers up 13% on Nine and up 85% on Ten.
- 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 leads Nine + Go + Gem and is up 70% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven scores in the most-watched programmes:

| | | | |
|----------------------------|-----|----------------------------|----|
| All People | | 25-54s | |
| Seven News | #1 | Seven News | #2 |
| Seven News – Today Tonight | #3 | Seven News – Today Tonight | #4 |
| Better Homes and Gardens | #5 | Better Homes and Gardens | #6 |
| The Chase | #10 | Red | #8 |
| 16-39s | | 18-49s | |
| Seven News | #3 | Seven News | #3 |
| Better Homes and Gardens | #4 | Seven News – Today Tonight | #4 |
| Seven News – Today Tonight | #5 | Better Homes and Gardens | #6 |
| | | Red | #9 |

- **Seven News** (1.047 million). Seven News wins network – up 64,000 viewers on Nine News, a 7% audience advantage.
- **Seven News – Today Tonight** (0.980 million). Seven News – Today Tonight wins network – up 64,000 viewers on Nine News – 6:30pm, a 7% audience advantage.
- **Better Homes and Gardens** (0.869 million) peaks at 1.034 million, wins its timeslot and ranks in Friday’s top ten most-watched programmes for total viewers, 16-39s, 18-49s and 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 57% on Nine and up 162% on Ten in total viewers.
 - Seven is up 51% on Nine and up 133% on Ten in 16-39s. Seven is up 77% on Nine and up 159% on Ten in 18-49s. Seven is up 80% on Nine and up 158% on Ten in 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 22% on Nine (Nine + Go + Gem) and up 110% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 5% on Nine and up 85% on Ten in 16-39s. Seven is up 24% on Nine and up 90% on Ten in 18-49s. Seven is up 30% on Nine and up 89% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 11% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

| | | | |
|-------------------|-----|---------------|-----|
| All People | | 25-54s | |
| Seven News | #1 | Stars Wars | #1 |
| Star Wars | #5 | Seven News | #3 |
| | | XXX | #10 |
| 16-39s | | 18-49s | |
| Star Wars | #1 | Star Wars | #1 |
| Seven News | #6 | Seven News | #5 |
| XXX | #10 | | |

- **Seven News** (1.001 million). Seven News wins network.
- **Saturday Night At The Movies: Star Wars: Episode VI: The Return of the Jedi** (0.805 million) peaks at 1.045 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Saturday’s number one most-watched programme for 16-39s, 18-49s and 25-54s – 25 share in total viewers, 32 share in 16-39s, 36 share in 18-49s and 34 share in 25-54s.

Live and As-Live Data

Week 45 Primetime Shares

| | |
|--------|-------|
| ABC1: | 12.5% |
| Seven: | 21.2% |
| Nine: | 20.0% |
| Ten: | 11.9% |
| SBS1: | 4.6% |

| | |
|--------------|------|
| ABC2: | 2.8% |
| ABC3: | 0.6% |
| ABC News 24: | 1.4% |
| 7TWO: | 5.1% |
| 7mate: | 3.7% |
| GO!: | 5.1% |
| Gem: | 3.5% |
| One: | 2.9% |
| Eleven: | 3.1% |
| SBS2: | 1.3% |
| NITV: | 0.1% |

Week 45 Combined Multiple Channels Primetime Shares

| | |
|--------|-------|
| ABC: | 17.2% |
| Seven: | 30.0% |
| Nine: | 28.7% |
| Ten: | 18.0% |
| SBS: | 6.1% |