

23 November 2015

## Seven Network Ratings Report

**Week 47: 15 November – 21 November 2015**

### 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.

### 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 1-47, 2015: 6:00pm-midnight

### Seven wins at 5:30pm.

- The Chase leads Hot Seat.

### Seven wins in breakfast television.

- Sunrise leads Today.

### Seven wins in morning television.

- The Morning Show leads Mornings.

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

- |                            |               |
|----------------------------|---------------|
| - Seven News - Sunday      | 1.708 million |
| - Sunday Night             | 1.632 million |
| - The X Factor – Tuesday   | 1.455 million |
| - The X Factor – Monday    | 1.424 million |
| - Better Homes and Gardens | 1.338 million |
| - Seven News               | 1.275 million |
| - Home and Away            | 1.208 million |
| - Seven News – Special     | 1.047 million |
| - Seven News – Saturday    | 1.034 million |

Metropolitan and Regional Combined Audiences



### Primetime audience demographics for primary channels

#### 6:00pm-midnight Week 47, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.3%	20.3%	13.3%	12.4%	4.5%
16-39s	16.5%	22.3%	17.9%	5.6%	3.0%
18-49s	17.3%	22.2%	16.9%	6.7%	3.5%
25-54s	18.6%	22.0%	16.5%	7.5%	3.6%

### Primetime audience demographics for digital channels

#### 6:00pm-midnight Week 47, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.7%	1.4%	1.8%	2.0%
7mate	3.7%	5.6%	5.4%	5.0%
GO!	6.1%	8.5%	7.7%	7.1%
Gem	4.0%	4.4%	4.0%	3.7%
One	2.8%	2.9%	3.2%	3.3%
Eleven	2.9%	5.3%	4.6%	4.1%
ABC2	2.6%	3.3%	3.0%	2.7%
ABC3	0.5%	0.4%	0.4%	0.4%
ABC News 24	1.7%	1.2%	1.6%	1.7%
SBS2	1.1%	1.8%	1.7%	1.6%
NITV:	0.1%	0.1%	0.1%	0.1%

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

#### 6:00pm-midnight Week 47, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	27.7%	30.4%	19.0%	17.2%	5.7%
16-39s	23.4%	35.2%	26.0%	10.5%	4.9%
18-49s	24.4%	33.9%	24.7%	11.7%	5.2%
25-54s	25.6%	32.8%	23.9%	12.4%	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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Sunday Night	#5
Sunday Night	#4	Seven News	#6
16-39s		18-49s	
Sunday Night	#7	Sunday Night	#7
Seven News	#9	Seven News	#8

- **Seven News** (1.151 million).
- **Sunday Night** (1.085 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.
- **Stand by Paris – A Seven News Special Presentation** (0.723 million) peaks at 1.086 million.

## Monday

- 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, 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

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

- **The X Factor** (0.958 million) peaks at 1.149 million and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

## Tuesday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show is up 40% 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	#2	The X Factor	#6
Seven News – Today Tonight	#3	Seven News	#8
The X Factor	#5	Oddest Animal Couples	#10
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#8	The X Factor	#7
The X Factor	#9	Oddest Animal Couples	#9
		Home and Away	#10

- **The X Factor** (0.964 million) peaks at 1.288 million, wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

## Wednesday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News – Today Tonight	#4
Seven News – Today Tonight	#4	Seven News	#5
Home and Away	#8	Aussie Barbecue Heroes	#8
Aussie Barbecue Heroes	#10	Blindspot	#10

  

<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#4	Seven News – Today Tonight	#6
Aussie Barbecue Heroes	#5	Aussie Barbecue Heroes	#8
		Seven News	#9
		Home and Away	#10

## Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels. Seven is number one for total viewers: up 7% on Nine and up 28% on Ten.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#2
Seven News – Today Tonight	#2	Seven News – Today Tonight	#7
Home and Away	#9	Home and Away	#10

  

<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#4	Seven News	#8
Seven News	#10	Home and Away	#10

## Friday

- Seven wins in primetime on primary channels. Seven is number one for total viewers: up 3% on Nine and up 58% on Ten.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Better Homes and Gardens	#2
Better Homes and Gardens	#4	Seven News	#5
Seven News – Today Tonight	#5	Seven News – Today Tonight	#6
The Chase	#8	2 Guns	#9

  

<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#1	Better Homes and Gardens	#2
2 Guns	#8	Seven News	#5
Seven News – Today Tonight	#9	Seven News – Today Tonight	#7
Seven News	#10	2 Guns	#9

- **Better Homes and Gardens** (0.846 million) peaks at 1.057 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is one of Friday's top two most-watched programmes for 18-49s and 25-54s and the most-watched programme for 16-39s.

## Saturday

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	Seven News	#2
Hotel Transylvania	#6	Hotel Transylvania	#3
Shooter	#8	Shooter	#5
		Sunrise	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#3	Seven News	#3
Hotel Transylvania	#4	Hotel Transylvania	#4
Shooter	#6		

### Live and As-Live Data

#### Week 47 Primetime Shares

ABC1: 12.4%  
Seven: 19.3%  
Nine: 20.3%  
Ten: 13.3%  
SBS1: 4.5%

ABC2: 2.6%  
ABC3: 0.5%  
ABC News 24: 1.7%  
7TWO: 4.7%  
7mate: 3.7%  
GO!: 6.1%  
Gem: 4.0%  
One: 2.8%  
Eleven: 2.9%  
SBS2: 1.1%  
NITV: 0.1%

#### Week 47 Combined Multiple Channels Primetime Shares

ABC: 17.2%  
Seven: 27.7%  
Nine: 30.4%  
Ten: 19.0%  
SBS: 5.7%