

30 November 2015

Seven Network Ratings Report

Week 48: 22 November – 28 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 1-48, 2015: 6:00pm-midnight

Seven wins in news.

- Seven News leads Nine News.

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:

- | | |
|------------------------------|---------------|
| - The X Factor – Winner | 1.778 million |
| - Seven News – Sunday | 1.638 million |
| - The X Factor – Grand Final | 1.620 million |
| - The X Factor – Monday | 1.569 million |
| - Sunday Night | 1.317 million |
| - Seven News | 1.285 million |
| - Seven News – Saturday | 1.280 million |
| - Home and Away | 1.228 million |
| - Better Homes and Gardens | 1.160 million |

Metropolitan and Regional Combined Audiences



Primetime audience demographics for primary channels

6:00pm-midnight Week 48, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.5%	23.3%	11.7%	12.5%	4.0%
16-39s	17.6%	26.2%	15.3%	5.8%	2.6%
18-49s	18.3%	26.2%	14.9%	6.7%	3.1%
25-54s	19.7%	26.1%	14.4%	7.3%	3.5%

Primetime audience demographics for digital channels

6:00pm-midnight Week 48, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.5%	1.3%	1.7%	1.9%
7mate	3.7%	6.0%	5.5%	5.1%
GO!	5.5%	7.4%	6.7%	6.2%
Gem:	2.6%	2.4%	2.3%	2.3%
One	2.9%	3.7%	3.7%	3.7%
Eleven	3.1%	5.6%	4.9%	4.2%
ABC2	2.7%	3.0%	2.8%	2.7%
ABC3	0.5%	0.3%	0.4%	0.4%
ABC News 24	1.3%	1.1%	1.3%	1.3%
SBS2	1.1%	1.6%	1.4%	1.4%
NITV:	0.1%	0.0%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 48, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.7%	31.4%	17.7%	17.1%	5.2%
16-39s	24.9%	36.1%	24.5%	10.2%	4.2%
18-49s	25.5%	35.2%	23.5%	11.2%	4.6%
25-54s	26.6%	34.6%	22.2%	11.6%	4.9%

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	#4	Seven News	#4
Sunday Night	#5	Sunday Night	#7
Beach Cops	#7	Captain Phillips	#8
Captain Phillips	#9	Beach Cops	#9
16-39s		18-49s	
Seven News	#6	Seven News	#4
Captain Phillips	#7	Captain Phillips	#7
Beach Cops	#8	Sunday Night	#8
Sunday Night	#9	Beach Cops	#9

- Seven News** (1.115 million).
- Sunday Night** (0.849 million) peaks at 1.059 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Beach Cops** (0.753 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night At The Movies: Captain Phillips** (0.674 million) wins its broadcast timeslot, and ranks in Sunday's top ten for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers. Seven leads Nine and is up 78% 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 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 8% on Nine + Go + Gem and up 77% on Ten + One + Eleven in total viewers.
- Seven wins at 5:30pm. The Chase is up 24% on Hot Seat.
- Seven wins in morning television. The Morning Show is up 25% on Mornings.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.048 million). Seven News ties with Nine News on network.
- **The X Factor** (1.010 million) peaks at 1.205 million, wins its timeslot and is one of Monday's top three most-watched programmes for 18-49s and 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 10% on Nine and up 74% 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 is up 9% on Nine + Go + Gem and up 52% on Ten + One + Eleven in total viewers.
- Seven wins at 5:30pm. The Chase is up 28% on Hot Seat.
- Seven wins in morning television. The Morning Show is up 28% on Mornings.

- Seven scores in the most-watched programmes:

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

- **The X Factor – Grand Final** (1.045 million) peaks at 1.324 million, wins its timeslot and is one of Tuesday’s top two most-watched programmes for total viewers and one of the top three most-watched programmes for 18-49s and 25-54s – 25 share in total viewers.
- **The X Factor – Winner** (1.204 million) peaks at 1.329 million, wins its timeslot in total viewers, 16-39s, 18-49s and 25-54s, and is Tuesday’s number one most-watched programme – 34 share in total viewers, 31 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in morning television. The Morning Show is up 36% on Mornings.
- Seven wins at 5:30pm. The Chase is up 19% on Hot Seat.

Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 14% on Nine and up 43% 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 16-39s, 18-49s and 25-54s.
- Seven wins in primetime combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 23% on Nine (Nine + Go + Gem) and up 55% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 4% on Nine and up 10% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in breakfast television. Sunrise leads Today.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#3	Seven News – Today Tonight	#5
Home and Away	#8	Surveillance Oz: Dashcam	#7
Inside Queen Mary 2	#9	Home and Away	#9
Surveillance Oz: Dashcam	#10		
16-39s		18-49s	
Home and Away	#4	Home and Away	#6
Surveillance Oz: Dashcam	#7	Seven News – Today Tonight	#9
Inside Queen Mary 2	#10	Seven News	#10

Friday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise is up 16% on Today.

Saturday

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Seven News	#5
Frozen	#8	Frozen	#6
		Snow White	#8
16-39s		18-49s	
Frozen	#5	Frozen	#5
Snow White	#7	Seven News	#7
Seven News	#9	Snow White	#8

Live and As-Live Data

Week 48 Primetime Shares

ABC1:	12.5%
Seven:	20.5%
Nine:	23.3%
Ten:	11.7%
SBS1:	4.0%

ABC2:	2.7%
ABC3:	0.5%
ABC News 24:	1.3%
7TWO:	4.5%
7mate:	3.7%
GO!:	5.5%
Gem:	2.6%
One:	2.9%
Eleven:	3.1%
SBS2:	1.1%
NITV:	0.1%

Week 48 Combined Multiple Channels Primetime Shares

ABC:	17.1%
Seven:	28.7%
Nine:	31.4%
Ten:	17.7%
SBS:	5.2%