

16 February 2015

Seven Network Ratings Report

Week 7: 8 February – 14 February 2015

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.

Seven dominates the most-watched programmes:

- | | |
|--------------------------------------|---------------|
| - My Kitchen Rules – Monday | 2.419 million |
| - My Kitchen Rules – Tuesday | 2.412 million |
| - My Kitchen Rules – Sunday | 2.388 million |
| - My Kitchen Rules – Wednesday | 2.374 million |
| - My Kitchen Rules – Thursday | 2.083 million |
| - Inside The Siege: The Untold Story | 1.605 million |
| - Seven News – Sunday | 1.574 million |
| - How To Get Away With Murder | 1.427 million |
| - Home and Away | 1.402 million |
| - Better Homes and Gardens | 1.383 million |
| - Winter | 1.354 million |
| - Seven News | 1.229 million |

Metropolitan and Regional Combined Audiences

Seven deliver across the week.

- Seven News: Inside The Siege: The Untold Story peaks at 1.570 million.
- My Kitchen Rules peaks at 2.030 million and is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night At The Movies: The Proposal wins in 16-39s and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.979 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Monday Night At The Movies: Pitch Perfect wins in 16-39s and 18-49s.



- My Kitchen Rules peaks at 2.134 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- How To Get Away With Murder wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Tuesday's top three most-watched programmes in all key audiences.
- My Kitchen Rules peaks at 1.952 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Winter wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.796 million and is Thursday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens peaks at 1.078 million and is Friday's most-watched programme for 18-49s and one of the top two most-watched programmes for 16-39s and 25-54s.

Seven wins in breakfast television.

- Sunrise is up 16% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 42% on Mornings.

Primetime audience demographics for primary channels

6:00pm-midnight Week 7, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	23.9%	21.6%	11.4%	13.4%	3.5%
16-39s	26.7%	23.0%	14.2%	5.0%	2.2%
18-49s	26.3%	23.0%	14.2%	6.2%	2.6%
25-54s	26.2%	23.2%	13.8%	7.1%	2.9%

Primetime audience demographics for digital channels

6:00pm-midnight Week 7, 2015				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.4%	1.6%	1.8%	2.2%
7mate	3.4%	5.5%	5.2%	4.8%
GO!	4.5%	6.3%	5.7%	5.3%
Gem	3.2%	2.3%	2.3%	2.4%
One:	2.1%	2.4%	2.6%	2.7%
Eleven	2.7%	4.6%	4.1%	3.7%
ABC2:	2.4%	2.9%	2.6%	2.4%
ABC3	0.7%	0.5%	0.5%	0.5%
ABC News 24	1.5%	1.0%	1.2%	1.2%
SBS2	1.0%	1.5%	1.4%	1.3%
NITV	0.2%	0.2%	0.2%	0.3%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 7, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.7%	29.3%	16.2%	18.0%	4.8%
16-39s	33.9%	31.6%	21.2%	9.4%	3.9%
18-49s	33.3%	31.1%	20.9%	10.5%	4.2%
25-54s	33.2%	30.9%	20.2%	11.2%	4.5%

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 primetime in all key audience demographics on primary channels.
 - Seven is number 1 for 16-39s, 18-49s and 25-54s.
 - Seven is up 25% on Nine and up 169% on Ten in 16-39s. Seven is up 11% on Nine and up 152% on Ten in 18-49s. Seven is up 5% on Nine and up 147% 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 in all key audience demographics on combined audiences.
 - Seven + 7TWO + 7mate is number one for 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 20% on Nine (Nine + Go + Gem) and up 115% on Ten (Ten + One + Eleven) in 16-39s. Seven is up 8% on Nine and up 107% on Ten in 18-49s. Seven is up 4% on Nine and up 107% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 44% on Weekend Today across 7:00-10:00am.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Inside The Siege	#4	Inside The Siege	#4
Seven News	#6	Seven News	#5
The Proposal	#10	The Proposal	#8
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Inside The Siege	#4	Inside The Siege	#4
The Proposal	#6	Seven News	#5
Seven News	#7	The Proposal	#8

- **Seven News** (1.079 million).
- **Seven News: Inside The Siege: The Untold Story** (1.118 million) peaks at 1.570 million – 27 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.
- **My Kitchen Rules** (1.690 million) peaks at 2.030 million and is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 39 share in 16-39s, 37 share in 18-49s and 36 share in 25-54s.
- **Sunday Night At The Movies: The Proposal** (0.583 million) wins in 16-39s and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 31 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 12% on Nine and up 125% on Ten in total viewers.
 - Seven is up 19% on Nine and up 120% on Ten in 16-39s. Seven is up 20% on Nine and up 117% on Ten in 18-49s. Seven is up 21% on Nine and up 116% 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 18-49s and 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 13% on Nine (Nine + Go + Gem) and up 100% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 8% on Nine and up 72% on Ten in 16-39s. Seven is up 12% on Nine and up 74% on Ten in 18-49s. Seven is up 16% on Nine and up 75% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 23% on Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#5	Pitch Perfect	#5
Seven News – Today Tonight	#6	Home and Away	#6
Home and Away	#9		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Pitch Perfect	#4	Pitch Perfect	#4
Home and Away	#6	Home and Away	#6

- **Home and Away** (0.882 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.656 million) peaks at 1.979 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 36 share in 16-39s, 36 share in 18-49s and 36 share in 25-54s.
- **Monday Night At The Movies: Pitch Perfect** (0.642 million) wins in 16-39s and 18-49s – 31 share in 16-39s, 28 share in 18-49s and 26 share in 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 34% on Nine and up 97% on Ten in total viewers.
 - Seven is up 30% on Nine and up 109% on Ten in 16-39s. Seven is up 29% on Nine and up 94% on Ten in 18-49s. Seven is up 23% on Nine and up 95% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s.
- 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 16% on Nine (Nine + Go + Gem) and up 83% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 26% on Nine and up 91% on Ten in 16-39s. Seven is up 24% on Nine and up 74% on Ten in 18-49s. Seven is up 18% on Nine and up 72% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 12% on Today.
- Seven wins in morning television. The Morning Show is up 34% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
How To Get Away With Murder	#3	How To Get Away With Murder	#3
Seven News	#6	Home and Away	#6
Seven News – Today Tonight	#7		
Home and Away	#8		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
How To Get Away With Murder	#3	How To Get Away With Murder	#3
Home and Away	#6	Home and Away	#6

- **Home and Away** (0.891 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.730 million) peaks at 2.134 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 36 share in total viewers, 40 share in 16-39s, 39 share in 18-49s and 39 share in 25-54s.
- **How To Get Away With Murder** (1.069 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Tuesday's top three most-watched programmes in all key audiences – 27 share in total viewers, 32 share in 16-39s, 32 share in 18-49s and 31 share in 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 47% on Nine and up 135% on Ten in total viewers.
 - Seven is up 53% on Nine and up 90% on Ten in 16-39s. Seven is up 48% on Nine and up 84% on Ten in 18-49s. Seven is up 33% on Nine and up 94% on Ten in 25-54s.
- Seven wins in primetime on combined audiences of all channels.
 - 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 39% on Nine (Nine + Go + Gem) and up 119% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 19% on Nine and up 50% on Ten in 16-39s. Seven is up 24% on Nine and up 56% on Ten in 18-49s. Seven is up 17% on Nine and up 66% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show is up 46% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Winter	#4
Seven News – Today Tonight	#4	Home and Away	#5
Winter	#7	Seven News – Today Tonight	#10
Home and Away	#8		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Home and Away	#4
Winter	#6	Winter	#5

- **Home and Away** (0.892 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.632 million) peaks at 1.952 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 34 share in total viewers, 42 share in 16-39s, 39 share in 18-49s and 38 share in 25-54s.
- **Winter** (0.918 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers.

Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 55% on Nine and up 89% on Ten in total viewers.
 - Seven is up 68% on Nine and up 45% on Ten in 16-39s. Seven is up 71% on Nine ads up 48% on Ten in 18-49s. Seven is up 69% on Nine and up 59% 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 on combined audiences of all channels.
 - 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 54% on Nine (Nine + Go + Gem) and up 79% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 48% on Nine and up 27% on Ten in 16-39s. Seven is up 53% on Nine and up 30% on Ten in 18-49s. Seven is up 52% on Nine and up 39% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 13% on Today.
- Seven wins in morning television. The Morning Show is up 37% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News – Today Tonight	#2	Home and Away	#2
Seven News	#3	Seven News – Today Tonight	#7
Home and Away	#6	Seven News	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#4	Home and Away	#3
Seven News – Today Tonight	#8	Seven News – Today Tonight	#7
Safe House	#9	Safe House	#10

- **Home and Away** (0.859 million wins in total viewers, 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.490 million) peaks at 1.796 million and is Thursday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 37 share in 16-39s, 37 share in 18-49s and 37 share in 25-54s.

Friday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 4% on Nine and up 87% on Ten.
- Seven wins in breakfast television. Sunrise is up 15% on Today.
- Seven wins in morning television. The Morning Show is up 44% on Mornings
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Better Homes and Gardens	#2
Better Homes and Gardens	#4	Oblivion	#4
Seven News – Today Tonight	#6	Seven News	#5
		Seven News – Today Tonight	#7
16-39s		18-49s	
Better Homes and Gardens	#2	Better Homes and Gardens	#1
Oblivion	#3	Oblivion	#3
Seven News	#8	Seven News	#6
Seven News – Today Tonight	#10	Seven News – Today Tonight	#8

- **Better Homes and Gardens** (0.868 million) peaks at 1.078 million and is Friday's most-watched programme for 18-49s and one of the top two most-watched programmes for 16-39s and 25-54s.

Saturday

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#5	Seven News	#4
Oz: The Great and Powerful	#10	Oz: The Great and Powerful	#5
		Bad Teacher	#8
16-39s		18-49s	
Seven News	#5	Seven News	#4
Oz: The Great and Powerful	#7	Oz: The Great and Powerful	#5
Bad Teacher	#8	Bad Teacher	#8

Live and As-Live Data**Week 7 Primetime Shares**

ABC1:	13.4%
Seven:	23.9%
Nine:	21.6%
Ten:	11.4%
SBS1:	3.5%

ABC2:	2.4%
ABC3:	0.7%
ABC News 24:	1.5%
7TWO:	4.4%
7mate:	3.4%
GO!:	4.5%
Gem:	3.2%
One:	2.1%
Eleven:	2.7%
SBS2:	1.0%
NITV:	0.2%

Week 7 Combined Multiple Channels Primetime Shares

ABC1:	18.0%
Seven:	31.7%
Nine:	29.3%
Ten:	16.2%
SBS:	4.8%

Oztag Data. Share data for ABC, 7, 9, 10 and SBS represent network (aggregate) figures.