

2 March 2015

Seven Network Ratings Report

Week 9: 22 February – 28 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 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.

- 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 wins in breakfast television.

- Sunrise is up 14% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 29% on Mornings in total viewers.

Seven dominates the most-watched programmes:

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules – Monday | 2.368 million |
| - My Kitchen Rules – Wednesday | 2.196 million |
| - My Kitchen Rules – Tuesday | 2.144 million |
| - My Kitchen Rules – Thursday | 2.127 million |
| - Seven News – Sunday | 1.494 million |
| - Australia: The Story Of Us | 1.364 million |
| - Home and Away | 1.356 million |
| - Better Homes and Gardens | 1.265 million |
| - Seven News – Saturday | 1.255 million |
| - My France With Manu | 1.235 million |

Metropolitan and Regional Combined Audiences



Seven deliver across the week.

- My France with Manu peaks at 1.078 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Australia: The Story Of Us peaks at 1.154 million, wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Downton Abbey wins its timeslot.
- My Kitchen Rules peaks at 1.926 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Revenge wins in 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1,749 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.788 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 and ranks in Wednesday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.776 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 1.039 million wins in total viewers and ranks in Friday's top three most-watched programmes for 18-49s and 25-54s.
- Friday Night At The Movies: Battleship wins in 16-39s, 18-49s and 25-54s and is Friday's most-watched programme for 18-49s and one of the top two most-watched programmes for 25-54s.

Primetime audience demographics for primary channels

6:00pm-midnight Week 9, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.4%	18.2%	12.7%	14.1%	4.4%
16-39s	22.5%	20.0%	15.8%	6.1%	3.3%
18-49s	22.3%	20.1%	16.4%	7.0%	3.7%
25-54s	22.9%	20.5%	15.9%	8.0%	3.7%

Primetime audience demographics for digital channels

6:00pm-midnight Week 9, 2015				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.9%	1.1%	1.5%	1.9%
7mate	4.3%	7.7%	6.7%	6.0%
GO!	4.9%	7.1%	6.4%	5.9%
Gem	3.7%	3.4%	3.4%	3.5%
One:	1.8%	2.1%	2.2%	2.2%
Eleven	2.6%	4.6%	4.1%	3.8%
ABC2:	2.6%	3.2%	2.8%	2.6%
ABC3	0.8%	0.5%	0.5%	0.5%
ABC News 24	1.6%	1.1%	1.4%	1.4%
SBS2	0.9%	1.4%	1.3%	1.2%
NITV	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 9, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.7%	26.8%	17.1%	19.0%	5.4%
16-39s	31.2%	30.5%	22.5%	10.9%	4.8%
18-49s	30.5%	30.0%	22.8%	11.7%	5.1%
25-54s	30.9%	29.8%	21.9%	12.4%	5.1%

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 on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 3% on Nine + Go + Gem and up 79% on Ten + One + Eleven in total viewers.
- 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 breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#7
Australia: The Story Of Us	#5	Australia: The Story of Us	#8
My France with Manu	#6	My France with Manu	#9
Downton Abbey	#8		
16-39s		18-49s	
Australia: The Story Of Us	#7	Australia: The Story of Us	#7
My France with Manu	#8	My France with Manu	#8
Seven News	#9	Seven News	#9

- **My France with Manu** (0.841 million) peaks at 1.078 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Australia: The Story Of Us** (0.945 million) peaks at 1.154 million, wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Downton Abbey** (0.772 million) wins its timeslot.

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 34% on Nine and up 96% on Ten in total viewers.
 - Seven is up 50% on Nine and up 82% on Ten in 16-39s. Seven is up 37% on Nine and up 62% on Ten in 18-49s. Seven is up 36% on Nine and up 63% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.

- Seven wins in primetime on combined audiences.
 - 7Seven + 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 25% on Nine (Nine + Go + Gem) and up 96% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 13% on Nine and up 57% on Ten in 16-39s. Seven is up 7% on Nine and up 46% on Ten in 18-49s. Seven is up 10% on Nine and up 53% on Ten in 25-54s.
- 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:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#4	Home and Away	#3
Seven News – Today Tonight	#6	Revenge	#6
Home and Away	#7	Seven News – Today Tonight	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Home and Away	#5
Revenge	#4	Revenge	#6
Seven News – Today Tonight	#10	Seven News – Today Tonight	#9

- **Home and Away** (0.910 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.624 million) peaks at 1.926 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 38 share in 16-39s, 35 share in 18-49s and 35 share in 25-54s.
- **Revenge** (0.720 million) wins in 16-39s, 18-49s and 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 18% on Nine and up 50% on Ten in total viewers.
 - Seven is up 13% on Nine and 72% on Ten in 16-39s. Seven is up 11% on Nine and up 44% on Ten in 18-49s. Seven is up 12% on Nine and up 43% 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 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 7% on Nine (Nine + Go + Gem) and up 51% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 11% on Nine and up 54% on Ten in 16-39s. Seven is up 10% on Nine and up 35% on Ten in 18-49s. Seven is up 7% on Nine and up 35% on Ten in 25-54s.

- 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:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News – Today Tonight	#4	Home and Away	#8
Seven News	#8	How To Get Away With Murder	#9
Home and Away	#9		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
How To Get Away With Murder	#5	How To Get Away With Murder	#6
Home and Away	#6	Home and Away	#7

- **Home and Away** (0.809 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.467 million) peaks at 1,749 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 35 share in 16-39s, 34 share in 18-49s and 34 share in 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 38% on Nine and up 97% on Ten in total viewers.
 - Seven is up 47% on Nine and up 55% on Ten in 16-39s. Seven is up 32% on Nine and up 44% on Ten in 18-49s. Seven is up 32% on Nine and up 59% 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 36% on Nine (Nine + Go + Gem) and up 101% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 22% on Nine and up 43% on Ten in 16-39s. Seven is up 16% on Nine and up 37% on Ten in 18-49s. Seven is up 16% on Nine and up 50% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 18% on Today.
- Seven wins in morning television. The Morning Show is up 33% 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	#4	Home and Away	#4
Seven News	#5	Winter	#9
Home and Away	#6	Seven News – Today Tonight	#10
Winter	#10		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Home and Away	#4
		Winter	#9
		Seven News – Today Tonight	#10

- **Home and Away** (0.872 million) wins in total viewers. 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.501 million) peaks at 1.788 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 38 share in 16-39s, 36 share in 18-49s and 36 share in 25-54s.
- **Winter** (0.731 million) wins in total viewers and ranks in Wednesday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.

Thursday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 43% on Nine and up 84% on Ten in total viewers.
 - Seven is up 68% on Nine and up 48% on Ten in 16-39s. Seven is up 55% on Nine and up 37% on Ten in 18-49s. Seven is up 45% on Nine and up 45% 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 39% on Nine (Nine + Go + Gem) and up 102% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 39% on Nine and up 44% on Ten in 16-39s. Seven is up 37% on Nine and up 38% on Ten in 18-49s. Seven is up 29% on Nine and up 41% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 10% on Today.
- Seven wins in morning television. The Morning Show is up 23% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#4	Home and Away	#2
Home and Away	#5	State of Affairs	#10
Seven News – Today Tonight	#6		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#4	Home and Away	#4
State of Affairs	#7	State of Affairs	#9

- **Home and Away** (0.813 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.498 million) peaks at 1.776 million and is Thursday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 36 share in total viewers, 42 share in 16-39s, 39 share in 18-49s and 39 share in 25-54s.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 18-49s and 25-54s.
 - Seven is up 35% on Nine and up 104% on Ten in total viewers.
 - Seven is up 53% on Ten in 16-39s. Seven is up 9% on Nine and up 65% on Ten in 18-49s. Seven is up 14% on Nine and up 77% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s and 25-54s.
- Seven wins in primetime on 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 27% on Nine (Nine + Go + Gem) and up 100% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 59% on Ten in 16-39s. Seven leads Nine and is up 62% on Ten in 18-49s. Seven is up 8% on Nine and up 79% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 18% on Today.
- Seven wins in morning television. The Morning Show is up 43% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Battleship	#2
Better Homes and Gardens	#5	Better Homes and Gardens	#3
Seven News – Today Tonight	#6	Seven News	#10
Battleship	#10		
16-39s		18-49s	
Battleship	#3	Battleship	#1
Better Homes and Gardens	#4	Better Homes and Gardens	#3
- **Better Homes and Gardens** (0.790 million) peaks at 1.039 million wins in total viewers and ranks in Friday's top three most-watched programmes for 18-49s and 25-54s.
- **Friday Night At The Movies: Battleship** (0.587 million) wins in 16-39s, 18-49s and 25-54s and is Friday's most-watched programme for 18-49s and one of the top two most-watched programmes for 25-54s.

Saturday

- Seven wins in key audiences in primetime on primary channels.
 - Seven is number 1 for 25-54s.
 - Seven is up 18% on Nine and up 76% on Ten in total viewers.
 - Seven is up 4% on Nine and up 43% on Ten in 25-54s.
 - Seven is up 53% on Ten in 16-39s. Seven is up 9% on Nine and up 65% on Ten in 18-49s. Seven is up 14% on Nine and up 77% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 23% on Today across 7:00-10:00am.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Seven News	#2
Finding Nemo	#8	Finding Nemo	#4
Toy Story That Time Forgot	#10	Toy Story That Time Forgot	#5
16-39s		18-49s	
Finding Nemo	#4	Finding Nemo	#3
Toy Story That Time Forgot	#5	Seven News	#4
Seven News	#6	Toy Story That Time Forgot	#6

Live and As-Live Data

Week 9 Primetime Shares

ABC1: 14.1%
 Seven: 22.4%
 Nine: 18.2%
 Ten: 12.7%
 SBS1: 4.4%

ABC2: 2.6%
 ABC3: 0.8%
 ABC News 24: 1.6%
 7TWO: 4.9%
 7mate: 4.3%
 GO!: 4.9%
 Gem: 3.7%
 One: 1.8%
 Eleven: 2.6%
 SBS2: 0.9%
 NITV: 0.1%

Week 9 Combined Multiple Channels Primetime Shares

ABC1: 19.0%
 Seven: 31.7%
 Nine: 26.8%
 Ten: 17.1%
 SBS: 5.4%

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