

16 March 2015

Seven Network Ratings Report

Week 11: 8 March – 14 March 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.

- 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 16% on Today in total viewers.

Seven wins in morning television.

- The Morning is up 42% on Mornings in total viewers.

Seven dominates the most-watched programmes:

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules – Tuesday | 2.526 million |
| - My Kitchen Rules – Wednesday | 2.325 million |
| - My Kitchen Rules – Monday | 2.240 million |
| - My Kitchen Rules – Thursday | 2.063 million |
| - Sunday Night | 1.438 million |
| - Seven News – Sunday | 1.427 million |
| - Seven News – Saturday | 1.374 million |
| - Winter | 1.332 million |
| - Home and Away | 1.330 million |
| - Better Homes and Gardens | 1.303 million |
| - Seven News | 1.266 million |
| - Australia: The Story Of Us | 1.151 million |
| - Downton Abbey | 1.146 million |

Metropolitan and Regional Combined Audiences



Seven deliver across the week.

- Sunday Night ranks in Sunday's top ten most-watched programmes for total viewers 16-39s, 18-49s and 25-54s.
- Australia: The Story Of Us ranks in Sunday's top ten most-watched programmes for total viewers 16-39s, 18-49s and 25-54s.
- Downton Abbey ranks in Sunday's top ten most-watched programmes for total viewers 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.839 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 2.184 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 16-39s and 18-49s, and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.021 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 25-54s, and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s
- My Kitchen Rules peaks at 1.714 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 1.029 million, wins its timeslot and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Friday Night At The Movies: This is 40 wins in 16-39s, 18-49s and 25-54s and ranks in Friday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: Dr Seuss the Lorax wins in 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: Fast and Furious wins in 16-39s, 18-49s and 25-54s.

Primetime audience demographics for primary channels

6:00pm-midnight Week 11, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.7%	18.2%	12.7%	13.5%	4.4%
16-39s	23.9%	19.0%	15.8%	5.2%	3.1%
18-49s	23.7%	19.1%	16.4%	6.3%	3.8%
25-54s	23.5%	19.6%	16.0%	7.4%	4.0%

Primetime audience demographics for digital channels

6:00pm-midnight Week 11, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.6%	1.0%	1.4%	1.8%
7mate	4.6%	7.7%	6.8%	6.3%
GO!	5.2%	7.4%	6.6%	6.1%
Gem	3.4%	2.7%	2.7%	2.7%
One:	2.1%	2.5%	2.7%	2.8%
Eleven	2.8%	5.0%	4.2%	3.9%
ABC2:	2.5%	3.3%	2.9%	2.6%
ABC3	0.7%	0.6%	0.5%	0.4%
ABC News 24	1.4%	1.1%	1.3%	1.3%
SBS2	1.1%	1.6%	1.4%	1.4%
NITV	0.2%	0.2%	0.2%	0.2%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 11, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.8%	26.7%	17.6%	18.1%	5.7%
16-39s	32.6%	29.1%	23.2%	10.2%	4.9%
18-49s	31.8%	28.4%	23.3%	11.0%	5.4%
25-54s	31.6%	28.4%	22.7%	11.7%	5.6%

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 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 is up 22% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Sunday Night	#3	Sunday Night	#4
Seven News	#4	Seven News	#7
Downton Abbey	#6	Australia: The Story Of Us	#9
Australia: The Story Of Us	#7	Downton Abbey	#10
16-39s		18-49s	
Sunday Night	#6	Sunday Night	#5
Seven News	#8	Seven News	#8
Australia: The Story Of Us	#9	Australia: The Story Of Us	#9
Downton Abbey	#10	Downton Abbey	#10

- **Sunday Night** (0.964 million) ranks in Sunday's top ten most-watched programmes for total viewers 16-39s, 18-49s and 25-54s.
- **Australia: The Story Of Us** (0.742 million) ranks in Sunday's top ten most-watched programmes for total viewers 16-39s, 18-49s and 25-54s.
- **Downton Abbey** (0.759 million) ranks in Sunday's top ten most-watched programmes for total viewers 16-39s, 18-49s and 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 33% on Nine and up 73% on Ten in total viewers.
 - Seven is up 49% on Nine and up 44% on Ten in 16-39s. Seven is up 38% on Nine and up 39% on Ten in 18-49s. Seven is up 30% on Nine and up 37% 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 in all key audience demographics 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 30% on Nine (Nine + Go + Gem) and up 68% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 31% on Nine and up 27% on Ten in 16-39s. Seven is up 27% on Nine and up 24% on Ten in 18-49s. Seven is up 25% on Nine and up 27% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise is up 16% on Today.
- Seven wins in morning television. The Morning Show is up 57% 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	#9
Seven News – Today Tonight	#5		
Home and Away	#7		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#6	Home and Away	#6
Revenge	#9		

- **Home and Away** (0.917 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.554 million) peaks at 1.839 million and is Monday'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, 33 share in 18-49s and 32 share in 25-54s.
- **Revenge** (0.639 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 40% on Nine and up 76% on Ten in total viewers.
 - Seven is up 50% on Nine and up 103% on Ten in 16-39s. Seven is up 46% on Nine and up 74% on Ten in 18-49s. Seven is up 38% on Nine and up 70% 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 in all key audience demographics 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 26% on Nine (Nine + Go + Gem) and up 67% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 34% on Nine and up 56% on Ten in 16-39s. Seven is up 31% on Nine and up 45% on Ten in 18-49s. Seven is up 26% on Nine and up 43% 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 57% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Home and Away	#6
Seven News – Today Tonight	#4	How To Get Away With Murder	#7
Home and Away	#6		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
How To Get Away With Murder	#4	How To Get Away With Murder	#5
Home and Away	#5	Home and Away	#7

- Home and Away** (0.907 million) wins in 16-39s, 18-49s and 25-54s.
- My Kitchen Rules** (1.780 million) peaks at 2.184 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 37 share in total viewers, 42 share in 16-39s, 41 share in 18-49s and 40 share in 25-54s.
- How To Get Away With Murder** (0.644 million) wins in 16-39s and 18-49s, and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 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 73% on Nine and up 118% on Ten in total viewers.
 - Seven is up 88% on Nine and up 77% on Ten in 16-39s. Seven is up 68% on Nine and up 62% on Ten in 18-49s. Seven is up 68% on Nine and up 65% 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.
 - Seven (Seven + 7TWO + 7mate) is up 42% on Nine (Nine + Go + Gem) and up 107% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 25% on Nine and up 46% on Ten in 16-39s. Seven is up 24% on Nine and up 41% on Ten in 18-49s. Seven is up 27% on Nine and up 47% 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	#3	Winter	#4
Seven News – Today Tonight	#5	Home and Away	#6
Winter	#7		
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	#7

- **Home and Away** (0.808 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.575 million) peaks at 2.021 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, 40 share in 16-39s, 38 share in 18-49s and 37 share in 25-54s.
- **Winter** (0.819 million) wins in total viewers and 25-54s, and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 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 25% on Nine and up 65% on Ten in total viewers.
 - Seven is up 35% on Nine and up 43% on Ten in 16-39s. Seven is up 29% on Nine and up 32% on Ten in 18-49s. Seven is up 19% on Nine and up 31% 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 29% on Nine (Nine + Go + Gem) and up 76% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 25% on Nine and up 38% on Ten in 16-39s. Seven is up 24% on Nine and up 31% on Ten in 18-49s. Seven is up 15% on Nine and up 27% 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	#3	Home and Away	#5
Seven News – Today Tonight	#5		
Home and Away	#6		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#5	Home and Away	#5
		Seven News	#10

- **Home and Away** (0.822 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.433 million) peaks at 1.714 million and is Thursday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 37 share in 16-39s, 35 share in 18-49s and 35 share in 25-54s.

Friday

- Seven wins in primetime on combined audiences of all channels.
 - 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) ties with Nine (Nine + Go + Gem) and is up 78% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 58% on Ten in 16-39s. Seven ties with Nine and is up 52% on Ten in 18-49s. Seven is up 2% on Nine and up 61% 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 breakfast television. Sunrise is up 32% on Today.
- Seven wins in morning television. The Morning Show is up 35% Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Better Homes and Gardens	#3
Better Homes and Gardens	#5	This is 40	#4
Seven News – Today Tonight	#6	Seven News	#7
16-39s		18-49s	
This is 40	#2	This is 40	#2
Better Homes and Gardens	#9	Better Homes and Gardens	#5
Seven News	#10	Seven News	#9

- **Better Homes and Gardens** (0.827 million) peaks at 1.029 million, wins its timeslot and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Friday Night At The Movies: This is 40** (0.428 million) wins in 16-39s, 18-49s and 25-54s and ranks in Friday's top ten most-watched programmes for 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 77% on Nine and up 103% on Ten in total viewers.
 - Seven is up 53% on Nine and up 86% on Ten in 16-39s. Seven is up 72% on Nine and up 93% on Ten in 18-49s. Seven is up 62% on Nine and up 98% 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 21% on Nine (Nine + Go + Gem) and up 71% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 20% on Nine and up 71% on Ten in 16-39s. Seven is up 18% on Nine and up 65% on Ten in 18-49s. Seven is up 13% on Nine and up 65% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise is up 10% on Weekend Today across 7:00-10:00am.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#1
Dr Seuss the Lorax	#8	Dr Seuss the Lorax	#4
		Fast and Furious	#6
		Weekend Sunrise	#9
16-39s		18-49s	
Dr Seuss the Lorax	#2	Seven News	#2
Fast and Furious	#3	Dr Seuss the Lorax	#3
Seven News	#7	Fast and Furious	#5
50 First Dates on 7mate	#8	50 First Dates on 7mate	#10

- **Seven News** (0.923 million). Seven News wins network.
- **Saturday Night At The Movies: Dr Seuss the Lorax** (0.509 million) wins in 16-39s, 18-49s and 25-54s.
- **Saturday Night At The Movies: Fast and Furious** (0.396 million) wins in 16-39s, 18-49s and 25-54s.

Live and As-Live Data

Week 11 Primetime Shares

ABC1: 13.5%
 Seven: 22.7%
 Nine: 18.2%
 Ten: 12.7%
 SBS1: 4.4%

ABC2: 2.5%
 ABC3: 0.7%
 ABC News 24: 1.4%
 7TWO: 4.6%
 7mate: 4.6%
 GO!: 5.2%
 Gem: 3.4%
 One: 2.1%
 Eleven: 2.8%
 SBS2: 1.1%
 NITV: 0.2%

Week 11 Combined Multiple Channels Primetime Shares

ABC1: 18.1%
 Seven: 31.8%
 Nine: 26.7%
 Ten: 17.6%
 SBS: 5.7%

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