

14 March 2016

Seven Network Ratings Report

Week 11: 6 March – 12 March 2016

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 + 7flix combines to win primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.

Seven wins in news.

- Seven News leads Nine News.
- Seven News – Today Tonight leads Nine News 6:30pm.

Seven wins at 5:30pm.

- The Chase leads Hot Seat.

Seven wins at 7:00pm.

- Home and Away wins at 7:00pm in 16-39s, 18-49s and 25-54s.

Seven wins in morning television.

- The Morning Show leads Today Extra.

Seven dominates the most-watched programmes in all key audiences.

- Seven dominates the top ten programmes for total viewers and in all key demographics.

Seven dominates the most-watched programmes across Australia.

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|--------------------------------|---------------|
| - My Kitchen Rules – Tuesday | 2.268 million |
| - My Kitchen Rules – Wednesday | 2.199 million |
| - My Kitchen Rules – Monday | 2.186 million |
| - My Kitchen Rules – Sunday | 1.963 million |
| - Sunday Night | 1.841 million |
| - Wanted | 1.496 million |
| - Seven News – Sunday | 1.486 million |
| - Home and Away | 1.283 million |
| - Wanted – Episode 2 | 1.279 million |



-	Seven News	1.252 million
-	Downton Abbey	1.220 million
-	Better Homes and Gardens	1.142 million
-	First Dates	1.095 million

Metro and regional combined audiences

Seven delivers across the week.

- My Kitchen Rules peaks at 1.721 million, is up 81% on 60 Minutes, up 120% on Australia's Got Talent and up 114% on I'm A Celebrity, and is Sunday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night peaks at 1.443 million, dominates in total viewers, 16-39s, 18-49s and 25-54s, and ranks only behind My Kitchen Rules as Sunday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- The Blacklist wins in total viewers and delivers in all key audiences.
- My Kitchen Rules peaks at 1.795 million, is up 110% on I'm A Celebrity and up 153% on Australia's Got Talent, and is Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Downton Abbey wins in total viewers.
- My Kitchen Rules peaks at 1.809 million, and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Wanted wins in total viewers, 16-39s, 18-49s and 25-54s. Wanted – Episode 2 wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.768 million, dominates in all key audiences and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- First Dates dominates in total viewers, 16-39s, 18-49s and 25-54s and ranks only behind My Kitchen Rules as Wednesday's most-watched for 16-39s and 18-49s.
- Thursday Night At The Movies: Pitch Perfect is Thursday's number one most-watched programme for 16-39s and delivers in all key audiences.
- Better Homes and Gardens wins in total viewers, 16-39s, 18-49s and 25-54s and is one of Friday's top two most-watched programmes for 16-39s and 18-49s.
- Friday Night At The Movies: The Butler delivers in total viewers, 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: Kung Fu Panda wins in 16-39s, 18-49 and 25-54s.
- Saturday Night At The Movies: Fast and Furious 6 wins in 16-39s, 18-49s and 25-54s, and is Saturday's number one most-watched programme for 16-39s and 18-49s.

Seven dominates the most-watched programmes in all key demographics

All People		25-54s	
My Kitchen Rules – Tuesday	#1	My Kitchen Rules – Wednesday	#1
My Kitchen Rules – Wednesday	#2	My Kitchen Rules – Tuesday	#2
My Kitchen Rules – Monday	#3	My Kitchen Rules – Monday	#3
My Kitchen Rules – Sunday	#4	My Kitchen Rules – Sunday	#4
Sunday Night	#5	Sunday Night	#5
Seven News	#8	First Dates	#7
Seven News – Sunday	#9		
16-39s		18-49s	
My Kitchen Rules – Tuesday	#1	My Kitchen Rules – Wednesday	#1
My Kitchen Rules – Monday	#2	My Kitchen Rules – Tuesday	#2
My Kitchen Rules – Wednesday	#3	My Kitchen Rules – Monday	#3
My Kitchen Rules – Sunday	#4	My Kitchen Rules – Sunday	#4
Sunday Night	#5	Sunday Night	#5
First Dates	#6	First Dates	#6
Movie: Pitch Perfect	#10		

Primetime audience demographics for primary channels

6:00pm-midnight Week 11, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	23.1%	17.3%	12.7%	13.7%	4.6%
16-39s	26.0%	17.3%	14.8%	5.3%	3.2%
18-49s	24.3%	17.8%	15.4%	6.1%	3.7%
25-54s	24.0%	17.6%	15.3%	7.2%	3.9%

Primetime audience demographics for digital channels

6:00pm-midnight Week 11, 2016				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.5%	1.1%	1.3%	1.6%
7mate	2.8%	4.0%	3.8%	3.7%
7flix	1.4%	1.9%	1.8%	1.8%
GO!	3.9%	6.0%	5.3%	4.9%
Gem	2.3%	1.5%	1.6%	1.8%
Life	2.3%	3.3%	3.2%	3.3%
One:	2.8%	2.8%	3.3%	3.6%
Eleven	2.4%	4.4%	3.8%	3.4%
ABC2:	2.9%	3.4%	3.0%	2.8%
ABC3	0.7%	0.5%	0.6%	0.5%
ABC News 24	1.5%	0.9%	1.5%	1.5%
SBS2	1.0%	1.4%	1.4%	1.4%
NITV	0.1%	0.1%	0.1%	0.1%
Food	1.0%	2.2%	1.9%	1.7%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 11, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	30.7%	25.9%	17.9%	18.8%	6.7%
16-39s	33.0%	28.0%	22.1%	10.1%	6.8%
18-49s	31.3%	27.9%	22.5%	11.3%	7.1%
25-54s	31.1%	27.5%	22.3%	12.0%	7.1%

FTA Channels and Total TV

Copyright Oztam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live).

Primetime Programming Analysis

Sunday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 60% on Nine and up 113% on Ten in total viewers.
 - Seven is up 87% on Nine and up 48% on Ten in 16-39s. Seven is up 71% on Nine and up 48% on Ten in 18-49s. Seven is up 71% on Nine and up 62% on Ten in 25-54s.
- Seven wins in primetime combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 30% on Nine (Nine + Go + Gem + Life) and up 76% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 30% on Nine and up 28% on Ten in 16-39s. Seven is up 24% on Nine and up 27% on Ten in 18-49s. Seven is up 25% on Nine and up 37% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Sunday Night	#3	Sunday Night	#2
Seven News	#5	Seven News	#6
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Sunday Night	#2	Sunday Night	#2
Seven News	#9	Seven News	#8

- **My Kitchen Rules** (1.325 million):
 - peaks at 1.721 million
 - up 81% on 60 Minutes, up 120% on Australia's Got Talent and up 114% on I'm A Celebrity
 - Sunday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 36 share in total viewers, 50 share in 16-39s, 45 share in 18-49s and 43 share in 25-54s.
- **Sunday Night** (1.194 million):
 - peaks at 1.443 million
 - dominates in total viewers, 16-39s, 18-49s and 25-54s, and ranks only behind My Kitchen Rules as Sunday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- **The Blacklist** (0.470 million) wins its timeslot and delivers in all key audiences – 28 share in total viewers, 26 share in 16-39s, 25 share in 18-49s and 26 share in 25-54s.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 53% on Nine and up 85% on Ten in total viewers.
 - Seven is up 77% on Nine and up 62% on Ten in 16-39s. Seven is up 54% on Nine and up 49% on Ten in 18-49s. Seven is up 54% on Nine and up 46% on Ten in 25-54s.
- Seven wins in primetime combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 49% on Nine (Nine + Go + Gem + Life) and up 59% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 42% on Nine and up 23% on Ten in 16-39s. Seven is up 29% on Nine and up 20% on Ten in 18-49s. Seven is up 33% on Nine and up 19% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- 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	#2
Seven News – Today Tonight	#4	Seven News – Today Tonight	#4
Home and Away	#7	Seven News	#7
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#2	Home and Away	#2
Seven News – Today Tonight	#5	Seven News – Today Tonight	#6
Seven News	#7	Seven News	#8

- **Home and Away** (0.865 million):
 - wins in 16-39s, 18-49s and 25-54s
 - ranks only behind My Kitchen Rules as Monday's most-watched programme in all key audience demographics – 27 share in total viewers, 38 share in 16-39s, 36 share in 18-49s and 33 share in 25-54s.
- **My Kitchen Rules** (1.450 million):
 - peaks at 1.795 million
 - up 110% on I'm A Celebrity and up 153% on Australia's Got Talent
 - Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 40 share in total viewers, 52 share in 16-39s, 48 share in 18-49s and 46 share in 25-54s.
- **Downton Abbey** (0.781 million) wins in total viewers – 32 share in total viewers.

Tuesday

- 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 58% on Nine and up 90% on Ten in total viewers.
 - Seven is up 62% on Nine and up 86% on Ten in 16-39s. Seven is up 50% on Nine and up 74% on Ten in 18-49s. Seven is up 61% on Nine and up 73% on Ten in 25-54s.
- Seven wins in primetime combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 35% on Nine (Nine + Go + Gem + Life) and up 76% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 23% on Nine and up 58% on Ten in 16-39s. Seven is up 20% on Nine and up 53% on Ten in 18-49s. Seven is up 26% on Nine and up 53% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Home and Away	#4
Seven News – Today Tonight	#3	Wanted	#5
Wanted	#6	Seven News	#6
Home and Away	#7	Seven News – Today Tonight	#7
Wanted – Episode 2	#10		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#2	Home and Away	#2
Wanted	#7	Wanted	#6
Seven News – Today Tonight	#9	Seven News – Today Tonight	#10

- **Seven News** (1.067 million). Seven News wins network – up 101,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (1.009 million). Seven News – Today Tonight wins network – up 62,000 viewers on Nine News 6:30pm, a 7% audience advantage.
- **Home and Away** (0.862 million):
 - wins in total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 39 share in 16-39s, 35 share in 18-49s and 33 share in 25-54s
 - ranks only behind My Kitchen Rules as Tuesday's most-watched programme for 16-39s and 18-49s

- **My Kitchen Rules** (1.513 million):
 - peaks at 1.809 million
 - Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 41 share in total viewers, 51 share in 16-39s, 47 share in 18-49s and 45 share in 25-54s.
- **Wanted** (0.872 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 35 share in total viewers, 30 share in 16-39s, 31 share in 18-49s and 35 share in 25-54s.
- **Wanted – Episode 2** (0.764 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 45 share in total viewers, 38 share in 16-39s, 40 share in 25-54s, 43 share in 18-49s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 73% on Nine and up 83% on Ten in total viewers.
 - Seven is up 143% on Nine and up 109% on Ten in 16-39s. Seven is up 99% on Nine and up 80% on Ten in 18-49s. Seven is up 92% on Nine and up 82% 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 combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 46% on Nine (Nine + Go + Gem + Life) and up 85% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 78% on Nine and up 79% on Ten in 16-39s. Seven is up 56% on Nine and up 58% on Ten in 18-49s. Seven is up 51% on Nine and up 61% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	First Dates	#3
Seven News – Today Tonight	#5	Seven News	#7
Home and Away	#9	Home and Away	#8
		Seven News – Today Tonight	#9
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
First Dates	#2	First Dates	#2
Home and Away	#5	Home and Away	#6
Seven News	#7	Seven News	#8
Seven News – Today Tonight	#10	Seven News – Today Tonight	#9

- **Home and Away** (0.796 million) wins in 16-39s, 18-49s and 25-54s – 26 share in total viewers, 36 share in 16-39s, 31 share in 18-49s and 30 share in 25-54s.
- **My Kitchen Rules** (1.494 million):
 - peaks at 1.768 million
 - dominates in all key audiences and is number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 42 share in total viewers, 53 share in 16-39s, 49 share in 18-49s and 48 share in 25-54s
- **First Dates** (0.754 million):
 - dominates in total viewers, 16-39s, 18-49s and 25-54s
 - ranks only behind My Kitchen Rules as Wednesday’s most-watched for 16-39s and 18-49s – 34 share in total viewers, 44 share in 16-39s, 40 share in 18-49s and 38 share in 25-54s

Thursday

- Seven wins in news.
- Seven wins in primetime for 16-39s on primary channels.
 - Seven is up 6% on Nine and up 52% on Ten in 16-39s.
- 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 at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.
- 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	#9	Home and Away	#7
		Pitch Perfect	#8
16-39s		18-49s	
Pitch Perfect	#1	Pitch Perfect	#3
Home and Away	#5	Seven News	#6
Seven News	#6	Seven News – Today Tonight	#8
Seven News – Today Tonight	#7	Home and Away	#9
The Big Bang Theory	#8		
- **Seven News** (0.973 million). Seven News wins network – up 29,000 viewers on Nine News, a 3% audience advantage.
- **Seven News – Today Tonight** (0.920 million). Seven News – Today Tonight wins network – up 24,000 viewers on Nine News 6:30pm, a 3% audience advantage.
- **Home and Away** (0.701 million) delivers in all key audiences across 7:00-8:00pm – 31 share in 16-39s, 26 share in 18-49s and 28 share in 25-54s.
- **Thursday Night At The Movies: Pitch Perfect** (0.471 million) is Thursday’s number one most-watched programme for 16-39s and delivers in all key audiences – 36 share in 16-39s, 31 share in 18-49s and 28 share in 25-54s.

Friday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers.
 - Seven is up 9% on Nine and up 85% on Ten.
- Seven wins in primetime combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 4% on Nine (Nine + Go + Gem + Life) and up 76% on Ten (Ten + One + Eleven) in total viewers.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:

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

- **Seven News** (0.856 million). Seven News wins network – up 65,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (0.786 million). Seven News – Today Tonight wins network – up 45,000 viewers on Nine News 6:30pm, a 6% audience advantage.
- **Better Homes and Gardens** (0.722 million):
 - wins in total viewers, 16-39s, 18-49s and 25-54s
 - one of Friday’s top two most-watched programmes for 16-39s and 18-49s – 28 share in total viewers, 31 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.
- **Friday Night At The Movies: The Butler** (0.454 million) delivers in total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 32 share in 16-39s, 32 share in 18-49s and 28 share in 25-54s.

Saturday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 6% on Nine and up 101% on Ten in total viewers.
 - Seven is up 26% on Nine and up 110% on Ten in 16-39s. Seven is up 23% on Nine and up 83% on Ten in 18-49s. Seven is up 19% on Nine and up 71% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Seven News	#2
Kung Fu Panda	#7	Fast and Furious 6	#3
Fast and Furious 6	#9	Kung Fu Panda	#4
		Weekend Sunrise	#10

16-39s		18-49s	
Fast and Furious 6	#1	Fast and Furious 6	#1
Kung Fu Panda	#2	Kung Fu Panda	#3
Seven News	#4	Seven News	#5

- **Saturday Night At The Movies: Kung Fu Panda** (0.382 million) wins in 16-39s, 18-49 and 25-54s – 34 share in 16-39s, 32 share in 18-49s and 30 share in 25-54s.
- **Saturday Night At The Movies: Fast and Furious 6** (0.367 million) wins in 16-39s, 18-49s and 25-54s, and is Saturday's number one most-watched programme for 16-39s and 18-49s – 30 share in total viewers, 39 share in 16-39s, 37 share in 18-49s and 34 share in 25-54s.

Live and As-Live Data**Week 11 Primetime Shares**

ABC1:	13.7%
Seven:	23.1%
Nine:	17.3%
Ten:	12.7%
SBS1:	4.6%

ABC2:	2.9%
ABC3:	0.7%
ABC News 24:	1.5%
7TWO:	3.5%
7mate:	2.8%
7flix:	1.4%
GO!:	3.9%
Gem:	2.3%
Life:	2.3%
One:	2.8%
Eleven:	2.4%
SBS2:	1.0%
Food:	1.0%
NITV:	0.1%

Week 11 Combined Multiple Channels Primetime Shares

ABC1:	18.8%
Seven:	30.7%
Nine:	25.9%
Ten:	17.9%
SBS:	6.7%

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