

23 March 2015

Seven Network Ratings Report

Week 12: 15 March – 21 March 2015

Seven wins in news.

- Seven News leads Nine News.

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 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 and 25-54s on the combined audiences of all multiple channels.

Seven dominates the most-watched programmes:

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules – Monday | 2.517 million |
| - My Kitchen Rules – Tuesday | 2.343 million |
| - My Kitchen Rules – Wednesday | 2.337 million |
| - My Kitchen Rules – Thursday | 2.013 million |
| - Seven News – Sunday | 1.617 million |
| - Sunday Night | 1.499 million |
| - Home and Away | 1.374 million |
| - Australia: The Story Of Us | 1.297 million |
| - Downton Abbey | 1.286 million |
| - Seven News | 1.272 million |

Metropolitan and Regional Combined Audiences

Seven wins in breakfast television.

- Sunrise is up 23% on Today in total viewers.

Seven wins in morning television.

- The Morning is up 27% on Mornings in total viewers.



Seven deliver across the week.

- Sunday Night peaks at 1.213 million and ranks in Sunday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.
- Australia: The Story Of Us peaks at 1.053 million.
- Downton Abbey peaks at 1.058 million.
- My Kitchen Rules peaks at 2.079 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.868 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 1.895 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Wednesday Night At The Movies: Fast Five wins in 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.637 million and is Thursday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.

Primetime audience demographics for primary channels

6:00pm-midnight Week 12, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.3%	20.0%	11.7%	13.9%	4.2%
16-39s	23.6%	22.0%	13.9%	5.8%	3.1%
18-49s	23.6%	22.3%	14.1%	6.7%	3.6%
25-54s	23.5%	22.6%	14.0%	7.6%	3.7%

Primetime audience demographics for digital channels

6:00pm-midnight Week 12, 2015				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.8%	1.1%	1.5%	2.1%
7mate	4.0%	6.7%	5.8%	5.4%
GO!	4.7%	6.5%	5.9%	5.3%
Gem	3.5%	2.6%	2.8%	2.9%
One:	2.7%	3.4%	3.5%	3.5%
Eleven	2.8%	5.0%	4.3%	3.9%
ABC2:	2.6%	3.3%	3.0%	2.7%
ABC3	0.5%	0.4%	0.4%	0.3%
ABC News 24	1.2%	0.8%	1.0%	1.0%
SBS2	1.1%	1.7%	1.4%	1.4%
NITV	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 12, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.0%	28.2%	17.2%	18.1%	5.4%
16-39s	31.3%	31.2%	22.3%	10.3%	4.8%
18-49s	30.9%	31.0%	21.9%	11.1%	5.2%
25-54s	31.0%	30.8%	21.3%	11.7%	5.2%

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 breakfast television. Weekend Sunrise is up 15% on Weekend Today across 7:00-10:00am.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#6	Sunday Night	#9
Sunday Night	#9	Seven News	#10

- **Seven News** (1.063 million).
- **Sunday Night** (0.980 million) peaks at 1.213 million and ranks in Sunday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.
- **Australia: The Story Of Us** (0.899 million) peaks at 1.053 million.
- **Downton Abbey** (0.872 million) peaks at 1.058 million.

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 29% on Nine and up 151% on Ten in total viewers.
 - Seven is up 43% on Nine and up 142% on Ten in 16-39s. Seven is up 30% on Nine and up 118% on Ten in 18-49s. Seven is up 25% on Nine and up 120% 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 29% on Nine (Nine + Go + Gem) and up 118% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 36% on Nine and up 78% on Ten in 16-39s. Seven is up 26% on Nine and up 69% on Ten in 18-49s. Seven is up 23% on Nine and up 77% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 11% 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	#3	Home and Away	#5
Seven News	#5	Revenge	#6
Home and Away	#6	Seven News – Today Tonight	#8
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#4	Home and Away	#5
Revenge	#6	Revenge	#6
Seven News – Today Tonight	#10	Seven News – Today Tonight	#8

- **Home and Away** (0.960 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.756 million) peaks at 2.079 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 35 share in total viewers, 42 share in 16-39s, 40 share in 18-49s and 39 share in 25-54s.

Tuesday

- 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 21% on Nine and up 87% on Ten in total viewers.
 - Seven is up 33% on Nine and up 130% on Ten in 16-39s. Seven is up 17% on Nine and up 101% on Ten in 18-49s. Seven is up 13% on Nine and up 94% on Ten in 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 14% on Nine (Nine + Go + Gem) and up 58% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 23% on Nine and up 60% on Ten in 16-39s. Seven is up 12% on Nine and up 44% on Ten in 18-49s. Seven is up 9% on Nine and up 40% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 15% on Today.
- Seven wins in morning television. The Morning Show is up 14% on Mornings.
- 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	#5
Seven News – Today Tonight	#4	How To Get Away With Murder	#8
Home and Away	#9	Seven News	#9
		Seven News – Today Tonight	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
How To Get Away With Murder	#5	Home and Away	#5
Home and Away	#6	How To Get Away With Murder	#6

- **Seven News** (1.025 million). Seven News wins network.
- **Seven News – Today Tonight** (0.980 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.873 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.567 million) peaks at 1.868 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 40 share in 16-39s, 37 share in 18-49s and 37 share in 25-54s.
- **How To Get Away With Murder** (0.576 million) ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 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 63% on Nine and up 164% on Ten in total viewers.
 - Seven is up 101% on Nine and up 168% on Ten in 16-39s. Seven is up 78% on Nine and up 158% on Ten in 18-49s. Seven is up 65% on Nine and up 150% 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 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 52% on Nine (Nine + Go + Gem) and up 125% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 48% on Nine and up 74% on Ten in 16-39s. Seven is up 37% on Nine and up 78% on Ten in 18-49s. Seven is up 35% on Nine and up 78% 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 27% on Mornings.
- Seven scores in the most-watched programmes:

All People

My Kitchen Rules	#1
Seven News	#2
Seven News – Today Tonight	#3
Home and Away	#4

25-54s

My Kitchen Rules	#1
Home and Away	#3
Seven News	#4
Seven News – Today Tonight	#5
Fast Five	#7

16-39s

My Kitchen Rules	#1
Home and Away	#3
Fast Five	#4
Seven News – Today Tonight	#6
Seven News	#10

18-49s

My Kitchen Rules	#1
Home and Away	#3
Fast Five	#4
Seven News – Today Tonight	#5
Seven News	#7

- **Seven News** (0.966 million). Seven News wins network.
- **Seven News – Today Tonight** (0.909 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.863 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.602 million) peaks at 1.895 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 35 share in total viewers, 40 share in 16-39s, 39 share in 18-49s and 38 share in 25-54s.
- **Wednesday Night At The Movies: Fast Five** (0.480 million) wins in 16-39s, 18-49s and 25-54s – 29 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.

Thursday

- Seven wins in news.
- Seven wins at 5:30pm with Million Dollar Minute.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 13% on Nine and up 122% on Ten in total viewers.
 - Seven is up 11% on Nine and up 72% on Ten in 16-39s. Seven is up 15% on Nine and up 85% on Ten in 18-49s. Seven is up 13% on Nine and up 83% 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 24% on Nine (Nine + Go + Gem) and up 105% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 16% on Nine and up 51% on Ten in 16-39s. Seven is up 19% on Nine and up 55% on Ten in 18-49s. Seven is up 16% on Nine and up 32% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 26% 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	#2	Home and Away	#3
Seven News – Today Tonight	#4	Seven News	#5
Home and Away	#7	Seven News – Today Tonight	#8
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Home and Away	#3
Seven News	#10	Seven News	#5
		Seven News – Today Tonight	#7

- **Million Dollar Minute** (0.540 million) is up 7% on Hot Seat.
- **Seven News** (0.973 million). Seven News wins network.
- **Seven News – Today Tonight** (0.882 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.797 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.376 million) peaks at 1.637 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, 40 share in 16-39s, 40 share in 18-49s and 38 share in 25-54s.

Friday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise is up 54% on Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News – Today Tonight	#3
Seven News – Today Tonight	#3	Seven News	#4
Better Homes and Gardens	#6	Better Homes and Gardens	#5
Million Dollar Minute	#9	The Holiday	#8
16-39s		18-49s	
Better Homes and Gardens	#5	Seven News – Today Tonight	#4
The Holiday	#6	Better Homes and Gardens	#5
Seven News – Today Tonight	#7	Seven News	#7
Seven News	#10	The Holiday	#8

- **Seven News** (0.933 million). Seven News wins network.

Saturday

- Seven wins in key demographics in primetime on primary channels.
 - Seven is number 1 for 16-39s, 18-49s and 25-54s.
 - Seven is up 14% on Nine and up 70% on Ten in total viewers.
 - Seven is up 9% on Nine and up 67% on Ten in 16-39s. Seven is up 26% on Nine and up 81% on Ten in 18-49s. Seven is up 21% on Nine and up 81% 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 of all channels.
 - Seven + 7TWO + 7mate is number one for 16-39s, 18-49s and 25-54s.
 - Seven (Seven + 7TWO + 7mate) is up 3% on Nine (Nine + Go + Gem) and up 70% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 8% on Nine and up 50% on Ten in 16-39s. Seven is up 11% on Nine and up 56% on Ten in 18-49s. Seven is up 12% on Nine and up 58% on Ten in 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	#5		Seven News	#2
			Five Year Engagement	#3
			Kung Fu Panda	#5
16-39s			18-49s	
Five Year Engagement	#3		Seven News	#2
Seven News	#4		Five Year Engagement	#4
Kung Fu Panda	#6		Kung Fu Panda	#7
The Benchwarmers on 7mate	#8			

Live and As-Live Data

Week 12 Primetime Shares

ABC1:	13.9%
Seven:	22.3%
Nine:	20.0%
Ten:	11.7%
SBS1:	4.2%

ABC2:	2.6%
ABC3:	0.5%
ABC News 24:	1.2%
7TWO:	4.8%
7mate:	4.0%
GO!:	4.7%
Gem:	3.5%
One:	2.7%
Eleven:	2.8%
SBS2:	1.1%
NITV:	0.1%

Week 12 Combined Multiple Channels Primetime Shares

ABC1:	18.1%
Seven:	31.0%
Nine:	28.2%
Ten:	17.2%
SBS:	5.4%

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