

18 May 2015

Seven Network Ratings Report

Week 20: 10 May – 16 May 2015

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers,

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers on the combined audiences of all multiple channels.

Seven dominates the most-watched programmes:

- | | |
|------------------------------|---------------|
| - Seven News – Sunday | 1.772 million |
| - House Rules – House Reveal | 1.501 million |
| - Seven News – Saturday | 1.452 million |
| - Seven News | 1.391 million |
| - House Rules – Wednesday | 1.315 million |
| - Home and Away | 1.297 million |
| - Sunday Night | 1.200 million |

Metropolitan and Regional Combined Audiences

Seven wins in breakfast television.

- Sunrise leads Today in total viewers.

Seven wins in morning television.

- The Morning leads Mornings in total viewers.

Seven is number 1 in 2015

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s in primetime on primary channels across the current television season.
- 7TWO is number 1 for total viewers in primetime on digital channels across the current television season. 7mate is number 1 for 18-49s.

Seven + 7TWO + 7mate is number 1 in 2015.

- Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels across the current television season.



Primetime audience demographics for primary channels

6:00pm-midnight Week 20, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.0%	18.0%	15.7%	12.9%	6.3%
16-39s	18.0%	18.9%	20.6%	5.0%	5.3%
18-49s	18.9%	19.2%	20.3%	5.9%	5.5%
25-54s	19.2%	19.8%	19.5%	6.9%	5.6%

Primetime audience demographics for digital channels

6:00pm-midnight Week 20, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.3%	1.2%	1.6%	1.8%
7mate	4.2%	6.5%	5.8%	5.4%
GO!	4.9%	7.1%	6.3%	5.7%
Gem	3.3%	2.8%	2.5%	2.6%
One:	2.7%	3.2%	3.3%	3.3%
Eleven	3.0%	4.6%	4.3%	4.0%
ABC2:	2.8%	3.6%	3.1%	3.0%
ABC3	0.5%	0.4%	0.4%	0.3%
ABC News 24	1.4%	1.1%	1.2%	1.2%
SBS2	1.1%	1.6%	1.5%	1.4%
NITV	0.2%	0.2%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 20, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	27.6%	26.2%	21.3%	17.5%	7.5%
16-39s	25.6%	28.8%	28.4%	10.1%	7.1%
18-49s	26.3%	28.1%	27.8%	10.6%	7.1%
25-54s	26.5%	28.1%	26.9%	11.4%	7.2%

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 primary channels.
 - Seven is number 1 for total viewers and 25-54s.
 - Seven is up 35% on Nine and up 25% on Ten in total viewers.
 - Seven is up 30% on Nine in 16-39s. Seven is up 34% on Nine in 18-49s. Seven is up 32% on Nine and up 3% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 23% on Nine + Go + Gem and up 27% on Ten + One + Eleven in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	House Rules	#2
House Rules	#4	Seven News	#5
Sunday Night	#7	Sunday Night	#9
16-39s		18-49s	
House Rules	#2	House Rules	#2
Seven News	#7	Seven News	#7
Sunday Night	#9	Sunday Night	#8

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **House Rules** (0.925 million) peaks at 1.243 million and is one of Sunday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Sunday Night** (0.704 million) peaks at 1.036 million and wins its timeslot.

Monday

- Seven wins in breakfast television. Sunrise is up 14% on Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- 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.

Tuesday

- Seven wins in breakfast television. Sunrise is up 13% on Today.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 9% on Nine and up 22% on Ten.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
- 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	
Seven News	#2	Seven News	#5
Seven News – Today Tonight	#4	House Rules	#7
Home and Away	#9	Seven News – Today Tonight	#9
House Rules	#10	Home and Away	#10
16-39s		18-49s	
House Rules	#5	House Rules	#5
Home and Away	#6	Home and Away	#10
Seven News – Today Tonight	#8		

Thursday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven wins at 5:30pm. Million Dollar Minute leads Hot Seat.
- 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 scores in the most-watched programmes:

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

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers and 18-49s.
 - Seven is up 4% on Nine and up 102% on Ten in total viewers.
 - Seven is up 67% on Ten in 16-39s. Seven leads Nine and is up 65% on Ten in 18-49s. Seven is up 63% 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 22% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#8
Better Homes and Gardens	#9	Better Homes and Gardens	#10
16-39s		18-49s	
Better Homes and Gardens	#8	Seven News	#5
Seven News	#9	Seven News – Today Tonight	#7
AFL on Seven	#10		

- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 33 share in total viewers, 33 share in 16-39s, 36 share in 18-49s and 33 share in 25-54s.

Saturday

- 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 91% on Nine and up 63% on Ten in total viewers.
 - Seven is up 96% on Nine and up 35% on Ten in 16-39s. Seven is up 104% on Nine and up 48% on Ten in 18-49s. Seven is up 96% on Nine and up 52% on Ten in 25-54s.
- 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 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 51% on Nine (Nine + Go + Gem) and up 71% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 56% on Nine and up 37% on Ten in 16-39s. Seven is up 57% on Nine and up 46% on Ten in 18-49s. Seven is up 59% on Nine and up 49% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise is up 17% on Weekend Today across 7:00-10:00am.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
AFL on Seven	#10	Men in Black 3	#4
		AFL on Seven	#8
		Sunrise	#10
16-39s		18-49s	
Seven News	#3	Seven News	#1
Men in Black 3	#4	Men in Black 3	#4
AFL on Seven	#6	AFL on Seven	#8
AFL on Seven: Post-Match	#10		

- **AFL on Seven: Saturday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (0.981 million). Seven News wins network – up 124,000 viewers on Nine News, a 14% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 26 share in total viewers, 28 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s.
- **Saturday Night At The Movies: Men in Black 3** dominates in 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 29 share in 16-39s, 31 share in 18-49s and 32 share in 25-54s.

Live and As-Live Data

Week 20 Primetime Shares

ABC1:	12.9%
Seven:	19.0%
Nine:	18.0%
Ten:	15.7%
SBS1:	6.3%

ABC2:	2.8%
ABC3:	0.5%
ABC News 24:	1.4%
7TWO:	4.3%
7mate:	4.2%
GO!:	4.9%
Gem:	3.3%
One:	2.7%
Eleven:	3.0%
SBS2:	1.1%
NITV:	0.2%

Week 20 Combined Multiple Channels Primetime Shares

ABC1:	17.5%
Seven:	27.6%
Nine:	26.2%
Ten:	21.3%
SBS:	7.5%

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