31 August 2015

Seven Network Ratings Report

Week 35: 23 August - 29 August 2015

Seven is number 1 in 2015

- Seven is number 1 for total viewers, 16-39s and 18-49s 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 25-54s.

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

 Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime in total viewers on the combined audiences of all multiple channels across the current television season.

Seven wins in breakfast television.

- Sunrise is up 9% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 24% on Mornings in total viewers.

Seven scores in the most-watched programmes:

-	Seven News – Sunday	1.918 million
-	Sunday Night	1.758 million
-	Pets Make You Laugh Out Loud	1.459 million
-	Seven News - Saturday	1.407 million
-	Highway Patrol	1.371 million
-	The Force	1.299 million
-	Border Security	1.263 million
-	Home and Away	1.242 million
-	Better Homes and Gardens	1.205 million
-	Seven News	1.198 million
-	Motorway Patrol	1.178 million
-	Dancing with the Stars	1.134 million
-	Winners and Losers	1.077 million
	Metropolitan and Regional Combined Audiences	



Primetime audience demographics for primary channels

6:00pm-midnight Week 35, 2015							
Audience shares	Seven	Nine	Ten	ABC	SBS		
All People	18.5%	20.4%	13.0%	13.1%	4.8%		
16-39s	17.7%	19.5%	17.5%	5.6%	3.7%		
18-49s	17.8%	20.8%	17.0%	6.6%	4.1%		
25-54s	18.1%	21.7%	15.9%	7.6%	4.3%		

Primetime audience demographics for digital channels

6:00pm-midnight Week 35, 2015							
Audience shares	Total	16-39s	18-49s	25-54s			
7TWO	5.0%	1.8%	2.1%	2.4%			
7mate	4.0%	6.3%	5.6%	5.3%			
GO!	4.9%	6.9%	6.3%	6.0%			
Gem	4.1%	4.6%	4.1%	4.0%			
One	2.9%	3.4%	3.8%	3.9%			
Eleven	3.0%	6.1%	5.0%	4.3%			
ABC2	3.1%	3.6%	3.4%	3.1%			
ABC3	0.7%	0.5%	0.5%	0.5%			
ABC News 24	1.3%	0.9%	1.2%	1.1%			
SBS2	1.2%	1.8%	1.6%	1.5%			
NITV:	0.2%	0.2%	0.2%	0.2%			

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 35, 2015								
Audience shares	Seven	Nine	Ten	ABC	SBS			
All People	27.5%	29.3%	18.9%	18.1%	6.2%			
16-39s	25.8%	30.9%	26.9%	10.6%	5.7%			
18-49s	25.5%	31.2%	25.8%	11.7%	5.8%			
25-54s	25.8%	31.8%	24.1%	12.3%	5.9%			

FTA Channels and Total TV

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

Primetime Programming Analysis

Sunday

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- Seven News (1.283 million).
- **Sunday Night** (1.120 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 combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 4% on Nine + Go + Gem and up 35% on Ten + One + Eleven in total viewers.
- · 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 breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Morning.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Highway Patrol	#3
Seven News – Today Tonight	#5	Motorway Patrol	#8
Highway Patrol	#7	Ramsay's Hotel Hell	#10
16-39s		18-49s	
Highway Patrol	#1	Highway Patrol	#4
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Ramsay's Hotel Hell	#3	Ramsay's Hotel Hell	# 5
Ramsay's Hotel Hell Motorway Patrol			
,	#3	Ramsay's Hotel Hell	#5

Tuesday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven wins in primetime on digital channels. 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	#4	Pets Make You Laugh Out Loud	#1
Seven News - Today Tonight	#5	Home and Away	#5
Pets Make You Laugh Out Loud	#6	Seven News - Today Tonight	#8
Home and Away	#7	Winners and Losers	#9
16-39s		18-49s	
16-39s Pets Make You Laugh Out Loud	#1	18-49s Pets Make You Laugh Out Loud	#1
	#1 #2		#1 #5
Pets Make You Laugh Out Loud		Pets Make You Laugh Out Loud	

- Pets Make You Laugh Out Loud (0.943 million) peaks at 1.130 million and is Tuesday's most-watched programme for 16-39s, 18-49s and 25-54s.
- Winners and Losers (0.661 million) ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in breakfast television. Sunrise is up 16% on Today.
- Seven wins in morning television. The Morning Show is up 34% on 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 25-54s.

Seven scores in the most-watched programmes:

All People		25-54s	
Seven News - Today Tonight	#4	The Force	#6
Seven News	#6	Border Security	#8
The Force	#8	Seven News – Today Tonight	#9
Border Security	#9		
16-39s		18-49s	
The Force	#3	The Force	#3
Home and Away	#4	Border Security	#6
Border Security	#7	Home and Away	#8
		Seven News – Today Tonight	#10

Thursday

- Seven wins in breakfast television. Sunrise leads 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.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 23% on Nine and up 93% on Ten in total viewers.
 - Seven is up 29% on Nine and up 54% on Ten in 16-39s. Seven is up 17% on Nine and up 45% on Ten in 18-49s. Seven is up 13% on Nine and up 53% 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 12% on Nine + Go + Gem and up 77% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 13% on Today.
- Seven wins in morning television. The Morning Show is up 15% on Mornings.
- Seven scores in the most-watched programmes:

All People Seven News Seven News – Today Tonight Better Homes and Gardens	#3 #4 #5	25-54s Seven News – Today Tonight Seven News AFL on Seven Better Homes and Gardens	#5 #8 #9 #10
16-39s AFL on Seven Better Homes and Gardens Seven News	#7 #8 #10	18-49s Seven News Seven News – Today Tonight AFL on Seven	#7 #8 #9

• AFL on Seven: Friday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 35 share in total viewers, 39 share in 16-39s, 38 share in 18-49s and 38 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 44% on Nine and up 66% on Ten in total viewers.
 - Seven is up 82% on Nine and up 38% on Ten in 16-39s. Seven is up 45% on Nine and up 30% on Ten in 18-49s. Seven is up 38% on Nine and up 38% on Ten in 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 17% on Nine (Nine + Go + Gem) and up 64% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 18% on Nine and up 35% on Ten in 16-39s. Seven is up 9% on Nine and up 29% on Ten in 18-49s. Seven is up 6% on Nine and up 33% 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 Seven News AFL on Seven	#1 #8	25-54s Seven News AFL on Seven AFL on Seven: Post-Match Weekend Sunrise	#2 #5 #7 #10
16-39s		18-49s	
Seven News	#1	Seven News	#2
AFL on Seven	#4	AFL on Seven	#5
AFL on Seven: Pre-Match	#7	AFL on Seven: Post-Match	#7
AFL on Seven: Post-Match	#8	Pirates of the Caribbean	#8
Weekend Sunrise	#10	Weekend Sunrise	#9
		AFL on Seven: Pre-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** (0.931 million). Seven News wins network up 78,000 viewers on Nine News, a 9% 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 32 share in total viewers, 35 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.

Live and As-Live Data

Week 35 Primetime Shares

ABC1: 13.1% Seven: 18.5% Nine: 20.4% Ten: 13.0% SBS1: 4.8%

3.1% ABC2: ABC3: 0.7% ABC News 24: 1.3% 7TWO: 5.0% 4.0% 7mate: GO!: 4.9% 4.1% Gem: 2.9% One: Eleven: 3.0% SBS2: 1.2% NITV: 0.2%

Week 35 Combined Multiple Channels Primetime Shares

ABC1: 18.1% Seven: 27.5% Nine: 29.3% Ten: 18.9% SBS: 6.2%