

21 September 2015

Seven Network Ratings Report

Week 38: 13 September – 19 September 2015

Seven wins in primetime on primary channels.

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

Seven wins in primetime on digital channels.

- 7TWO is number 1 for total viewers in primetime on digital channels.
- 7mate is number 1 for 16-39s, 18-49s and 25-54s in primetime on digital channels.

Seven wins in primetime combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime in total viewers and 25-54s on the combined audiences of all multiple channels.

Seven dominates the most-watched programmes.

- The X Factor peaks at 1.928 million and is Sunday's number one most-watched programme for total viewers and 25-54s.
- Peter Allen: Not The Boy Next Door peaks at 1.689 million and dominates in total viewers, 16-39s, 18-49s and 25-54s.
- 800 Words peaks at 1.529 million, dominates in total viewers, 16-39s, 18-49s and 25-54s and is Tuesday's number one most-watched programme for 18-49s and 25-54s.
- AFL on Seven: The Finals Series dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

Seven wins at 5:30pm.

- The Chase leads Hot Seat.

Seven wins in breakfast television.

- Sunrise is up 21% on Today in total viewers.

Seven wins in morning television.

- The Morning Show is up 45% on Mornings in total viewers.



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 16-39s and 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 scores in the most-watched programmes:

- | | |
|--------------------------------------|---------------|
| - The X Factor – Sunday | 2.193 million |
| - Seven News | 2.047 million |
| - Peter Allen: Not The Boy Next Door | 2.002 million |
| - 800 Words | 1.887 million |
| - The X Factor – Monday | 1.847 million |
| - The X Factor – Tuesday | 1.819 million |
| - The X Factor – Wednesday | 1.497 million |
| - Seven News | 1.420 million |
| - The X Factor – Thursday | 1.383 million |
| - Home and Away | 1.304 million |
| - Seven News – Saturday | 1.207 million |
| - Better Homes and Gardens | 1.165 million |
| - Seven News – Today Tonight | 1.163 million |
| - Dogs Make You Laugh Out Loud 2 | 1.101 million |

Metropolitan and Regional Combined Audiences

Primetime audience demographics for primary channels

6:00pm-midnight Week 38, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.7%	19.5%	12.7%	13.0%	4.4%
16-39s	20.1%	21.2%	19.0%	5.6%	3.1%
18-49s	21.1%	21.1%	17.2%	6.9%	3.6%
25-54s	22.1%	21.2%	16.1%	8.0%	4.0%

Primetime audience demographics for digital channels

6:00pm-midnight Week 38, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.5%	1.7%	2.1%	2.3%
7mate	3.9%	6.0%	5.7%	5.2%
GO!	4.0%	5.0%	4.7%	4.3%
Gem	3.7%	3.9%	3.6%	3.6%
One	2.5%	2.4%	2.8%	3.0%
Eleven	2.4%	4.3%	3.8%	3.3%
ABC2	2.8%	3.2%	3.0%	2.8%
ABC3	0.6%	0.4%	0.4%	0.4%
ABC News 24	2.3%	2.6%	2.6%	2.4%
SBS2	0.9%	1.4%	1.3%	1.2%
NITV:	0.2%	0.2%	0.2%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 38, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.1%	27.2%	17.6%	18.6%	5.5%
16-39s	27.8%	30.1%	25.6%	11.8%	4.7%
18-49s	28.9%	29.3%	23.8%	12.9%	5.1%
25-54s	29.6%	29.1%	22.4%	13.6%	5.3%

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 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 74% on Nine and up 194% on Ten in total viewers.
 - Seven is up 7% on Nine and up 54% on Ten in 16-39s. Seven is up 13% on Nine and up 67% on Ten in 18-49s. Seven is up 25% on Nine and up 98% on Ten in 25-54s.
- Seven wins in primetime combined audiences.
 - 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) is up 37% on Nine (Nine + Go + Gem) and up 155% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 52% on Ten in 16-39s. Seven leads Nine and is up 60% on Ten in 18-49s. Seven is up 10% on Nine and up 80% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 26% on Weekend Today.

- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#1	The X Factor	#1
Seven News	#2	Seven News	#4
Peter Allen	#3	Peter Allen	#5
AFL on Seven	#10	AFL on Seven	#9
16-39s		18-49s	
The X Factor	#2	The X Factor	#3
Peter Allen	#5	Peter Allen	#4
Seven News	#7	Seven News	#5
AFL on Seven	#10	AFL on Seven	#10

- **AFL on Seven: The Finals Series** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (1.382 million). Seven News wins network – up 104,000 viewers on Nine News, an 8% audience advantage.
- **The X Factor** (1.506 million) peaks at 1.928 million and is Sunday's number one most-watched programme for total viewers and 25-54s, and one of the top three most-watched programmes for 16-39s and 18-49s – 29 share in total viewers, 25 share in 16-39s, 25 share in 18-49s and 27 share in 25-54s.
- **Peter Allen: Not The Boy Next Door** (1.333 million) peaks at 1.689 million and dominates in total viewers, 16-39s, 18-49s and 25-54s – 35 share in total viewers, 26 share in 18-49s and 28 share in 25-54s.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 7% on Nine and up 77% on Ten
- 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 13% on Nine + Go + Gem and up 76% on Ten + One + Eleven.
- Seven wins in breakfast television. Sunrise is up 30% on Today.
- Seven wins in morning television. The Morning Show is up 72% on Mornings.
- Seven wins at 5:30pm. The Chase is up 16% on Hot Seat.
- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#1	The X Factor	#1
Seven News	#4	Seven News	#8
Seven News – Today Tonight	#6		
16-39s		18-49s	
The X Factor	#2	The X Factor	#1
Home and Away	#10		

- **The X Factor** (1.219 million) peaks at 1.465 million and is Monday's number one most-watched programme for total viewers, 18-49s and 25-54s, and one of the top two most-watched programmes for 16-39s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 36% on Nine and up 81% on Ten in total viewers.
 - Seven is up 11% on Nine and up 34% on Ten in 16-39s. Seven is up 25% on Nine and up 39% on Ten in 18-49s. Seven is up 28% on Nine and up 47% 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 combined audiences.
 - 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) is up 32% on Nine (Nine + Go + Gem) and up 68% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 15% on Ten in 16-39s. Seven is up 14% on Nine and up 20% on Ten in 18-49s. Seven is up 19% on Nine and up 27% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise is up 17% on Today.
- Seven wins in morning television. The Morning Show is up 24% on Mornings.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

All People		25-54s	
800 Words	#2	800 Words	#1
The X Factor	#4	The X Factor	#2
Seven News	#5	Ramsay's Hotel Hell	#9
Seven News – Today Tonight	#6	Seven News	#10
Home and Away	#10		
16-39s		18-49s	
800 Words	#3	800 Words	#1
The X Factor	#5	The X Factor	#4
Ramsay's Hotel Hell	#8	Ramsay's Hotel Hell	#9
Home and Away	#9	Home and Away	#10

- **The X Factor** (1.136 million) peaks at 1.531 million, wins its timeslot and ranks in Tuesday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **800 Words** (1.223 million) peaks at 1.529 million, dominates in total viewers, 16-39s, 18-49s and 25-54s and is Tuesday's number one most-watched programme for 18-49s and 25-54s – 32 share in total viewers, 29 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 6% on Nine and up 22% on Ten
- 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 wins in primetime combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 9% on Nine + Go + Gem and up 30% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 31% on Today.
- Seven wins in morning television. The Morning Show is up 30% on Mornings.
- Seven wins at 5:30pm. The Chase is up 18% on Hot Seat.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	The X Factor	#3
Seven News – Today Tonight	#5		
The X Factor	#7		
Home and Away	#10		
16-39s		18-49s	
The X Factor	#4	The X Factor	#4
Home and Away	#6	Dogs Make You Laugh Out Loud	#10
Dogs Make You Laugh Out Loud	#7		

- The X Factor** (0.934 million) peaks at 1.167 million and ranks in Wednesday's top five most-watched programmes for 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in breakfast television. Sunrise is up 25% on Today.
- Seven wins in morning television. The Morning Show is up 69% on Mornings.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	The X Factor	#3
Seven News – Today Tonight	#6	Seven News – Today Tonight	#8
The X Factor	#7	Home and Away	#9
Home and Away	#10		
16-39s		18-49s	
Home and Away	#5	The X Factor	#4
The X Factor	#9	Home and Away	#7

- The X Factor** (0.902 million) peaks at 1.078 million and ranks in Thursday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 5% on Nine and up 137% on Ten in total viewers.
 - Seven is up 7% on Nine and up 80% on Ten in 16-39s. Seven is up 5% on Nine and up 85% on Ten in 18-49s. Seven is up 2% on Nine and up 87% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 18-49s and 25-54s.
- Seven wins in primetime combined audiences.
 - 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) is up 6% on Nine (Nine + Go + Gem) and up 117% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 65% on Ten in 16-39s. Seven is up 3% on Nine and up 72% on Ten in 18-49s. Seven is up 2% on Nine and up 71% on Ten in 25-54s.

- Seven wins in breakfast television. Sunrise is up 31% on Today.
- Seven wins in morning television. The Morning Show is up 16% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	AFL on Seven	#3
Seven News – Today Tonight	#4	Better Homes and Gardens	#6
Better Homes and Gardens	#6	Seven News	#7
AFL on Seven	#8	Seven News – Today Tonight	#8
16-39s		18-49s	
AFL on Seven	#3	AFL on Seven	#3
Better Homes and Gardens	#4	Better Homes and Gardens	#5
AFL on Seven: Pre-Match	#9	Seven News – Today Tonight	#9
		Seven News	#10

- **AFL on Seven: The Finals Series** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 43 share in total viewers, 48 share in 16-39s, 48 share in 18-49s and 46 share in 25-54s.

Saturday

- Seven wins in primetime combined audiences.
 - 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) is up 7% on Nine (Nine + Go + Gem) and up 192% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 20% on Nine and up 145% on Ten in 16-39s. Seven is up 9% on Nine and up 160% on Ten in 18-49s. Seven is up 7% on Nine and up 171% 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 breakfast television. Weekend Sunrise is up 49% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	AFL on Seven	#3
AFL on Seven	#5	Seven News	#4
AFL on Seven: Post-Match	#10	AFL on Seven: Post-Match	#6
		AFL on Seven: Pre-Match	#7
		Sunrise	#8
		Sunrise	#9
16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#2
Seven News	#5	Seven News	#4
AFL on Seven: Post-Match	#6	AFL on Seven: Post-Match	#6
AFL on Seven: Pre-Match	#8	AFL on Seven: Pre-Match	#7
Sunrise	#10	Sunrise	#8
		Sunrise	#9

- **AFL on Seven: The Finals Series** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 27 share in total viewers, 32 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

Live and As-Live Data**Week 38 Primetime Shares**

ABC1:	13.0%
Seven:	22.7%
Nine:	19.5%
Ten:	12.7%
SBS1:	4.4%

ABC2:	2.8%
ABC3:	0.6%
ABC News 24:	2.3%
7TWO:	4.5%
7mate:	3.9%
GO!:	4.0%
Gem:	3.7%
One:	2.5%
Eleven:	2.4%
SBS2:	0.9%
NITV:	0.2%

Week 38 Combined Multiple Channels Primetime Shares

ABC1:	18.6%
Seven:	31.1%
Nine:	27.2%
Ten:	17.6%
SBS:	5.5%