

26 October 2015

## **Seven Network Ratings Report**

**Week 43: 18 October – 24 October 2015**

### **Seven wins in news.**

- Seven News leads Nine News.

### **Seven wins in primetime on primary channels.**

- Seven is number 1 for total viewers.

### **Seven wins in primetime combined audiences.**

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

### **Seven wins at 5:30pm.**

- The Chase is up 14% on Hot Seat.

### **Seven wins in breakfast television.**

- Sunrise leads Today in total viewers.

### **Seven wins in morning television.**

- The Morning Show leads Mornings in total viewers.

### **Seven scores across primetime.**

- Sunday Night ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.226 million and is one on Monday's top two most-watched programmes for 18-49s and 25-54s and one of the top three most-watched programmes for 16-39s.
- The X Factor peaks at 1.270 million, wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- 800 Words peaks at 1.296 million, wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens wins its timeslot and ranks in Friday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: Star Wars IV: A New Hope dominates in 16-39s, 18-49s and 25-54s and is Saturday's number one most-watched programme for 16-39s, 18-49s and 25-54s.



**Seven scores in the most-watched programmes:**

-	800 Words	1.637 million
-	The X Factor – Monday	1.588 million
-	The X Factor – Tuesday	1.529 million
-	Seven News – Sunday	1.525 million
-	Sunday Night	1.408 million
-	Border Security	1.366 million
-	Highway Patrol	1.340 million
-	Better Homes and Gardens	1.279 million
-	Home and Away	1.261 million
-	Seven News – Saturday	1.234 million
-	Seven News	1.230 million
-	Star Wars: Episode IV: A New Hope	1.123 million
-	Beach Cops	1.091 million

Metropolitan and Regional Combined Audiences

**Seven is number 1 in 2015**

- Seven is number 1 for total viewers 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 in primetime on digital channels across the current television season.

**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.

Weeks 1-43, 2015: 6:00pm-midnight

### Primetime audience demographics for primary channels

#### 6:00pm-midnight Week 43, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.9%	18.9%	13.4%	13.1%	4.7%
16-39s	17.8%	19.9%	19.2%	5.5%	2.7%
18-49s	18.8%	20.3%	18.0%	6.8%	3.3%
25-54s	19.8%	20.7%	16.9%	7.8%	3.7%

### Primetime audience demographics for digital channels

#### 6:00pm-midnight Week 43, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.2%	1.4%	2.0%	2.2%
7mate	3.7%	6.0%	5.6%	5.1%
GO!	5.3%	8.3%	7.1%	6.3%
Gem	3.6%	3.6%	3.5%	3.4%
One	3.0%	3.2%	3.6%	3.7%
Eleven	3.1%	5.9%	4.9%	4.3%
ABC2	2.7%	3.3%	2.9%	2.7%
ABC3	0.5%	0.4%	0.4%	0.4%
ABC News 24	1.3%	0.9%	1.1%	1.2%
SBS2	1.2%	1.8%	1.6%	1.6%
NITV:	0.1%	0.1%	0.1%	0.1%

### Primetime audience demographics for combined audiences of all channels.

#### 6:00pm-midnight Week 43, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.8%	27.9%	19.6%	17.7%	6.1%
16-39s	25.2%	31.8%	28.4%	10.0%	4.6%
18-49s	26.5%	30.9%	26.5%	11.2%	5.0%
25-54s	27.2%	30.3%	25.0%	12.1%	5.4%

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 breakfast television. Weekend Sunrise leads Weekend Today.
- 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	#2	Seven News	#4
Sunday Night	#4	Sunday Night	#5
Beach Cops	#7	Quantico	#7
Quantico	#8	Beach Cops	#8
16-39s		18-49s	
Sunday Night	#6	Seven News	#4
Seven News	#7	Sunday Night	#6
Quantico	#8	Quantico	#8
Beach Cops	#10	Beach Cops	#9

- **Seven News** (1.054 million). Seven News wins network.
- **Sunday Night** (0.896 million – not broadcast in Perth) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Beach Cops** (0.730 million – not broadcast in Perth) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

## Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: Seven leads Nine and is up 73% on Ten.
- 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 is number one for total viewers on the combined audiences of all channels.
  - Seven + 7TWO + 7mate is up 5% on Nine + Go + Gem and up 63% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins at 5:30pm. The Chase is up 17% on Hot Seat.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	The X Factor	#2
The X Factor	#4	Seven News	#6
Seven News – Today Tonight	#6	Seven News – Today Tonight	#8
		Home and Away	#9
<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#3	The X Factor	#2
Home and Away	#6	Seven News	#8
		Home and Away	#9

- **Seven News** (1.037 million). Seven News wins network – up 53,000 viewers on Nine News, a 5% audience advantage.
- **The X Factor** (1.028 million) peaks at 1.226 million and is one on Monday's top two most-watched programmes for 18-49s and 25-54s and one of the top three most-watched programmes for 16-39s.

## Tuesday

- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: up 6% on Nine and up 87% 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 16-39s, 18-49s and 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 11% on Nine + Go + Gem and up 70% on Ten + One + Eleven in total viewers.
- Seven wins at 5:30pm. The Chase is up 16% on Hot Seat.
- Seven wins in morning television. The Morning Show is up 36% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
800 Words	#2	800 Words	#3
The X Factor	#4	The X Factor	#5
Seven News	#6	Seven News – Today Tonight	#9
Seven News – Today Tonight	#8	Seven News	#10
<b>16-39s</b>		<b>18-49s</b>	
800 Words	#5	800 Words	#3
The X Factor	#6	The X Factor	#7

- **The X Factor** (1.003 million) peaks at 1.270 million, wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **800 Words** (1.019 million) peaks at 1.296 million, wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 25 share in 18-49s and 26 share in 25-54s.

### Wednesday

- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers.
- 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 is number one for total viewers on the combined audiences of all channels.
  - Seven + 7TWO + 7mate is up 5% on Nine + Go + Gem and up 26% on Ten + One + Eleven in total viewers.
- Seven wins at 5:30pm. The Chase is up 15% on Hot Seat.
- Seven wins in breakfast television. Sunrise is up 14% on Today.
- Seven wins in morning television. The Morning Show is up 52% on Mornings.

### Thursday

- Seven wins in news.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.

## Friday

- 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 32% on Nine and up 52% on Ten in total viewers.
  - Seven is up 13% on Nine and leads Ten in 16-39s. Seven is up 7% on Nine and up 8% on Ten in 18-49s. Seven is up 12% on Nine and up 11% on Ten in 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 3% on Nine + Go + Gem and up 48% on Ten + One + Eleven in total viewers.
- Seven wins at 5:30pm. The Chase is up 15% on Hot Seat.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News – Today Tonight	#1	Better Homes and Gardens	#4
Seven News	#2	Seven News – Today Tonight	#7
Better Homes and Gardens	#5	Seven News	#8
<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#4	Better Homes and Gardens	#4
Seven News – Today Tonight	#6	Seven News – Today Tonight	#8
Seven News	#10	Seven News	#9

- **Seven News** (0.840 million). Seven News wins network.
- **Seven News – Today Tonight** (0.844 million). Seven News – Today Tonight wins network.
- **Better Homes and Gardens** (0.800 million) wins its timeslot and ranks in Friday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

## Saturday

- 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 28% on Nine and up 203% on Ten in total viewers.
  - Seven is up 65% on Nine and up 148% on Ten in 16-39s. Seven is up 66% on Nine and up 195% on Ten in 18-49s. Seven is up 55% on Nine and up 214% 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) leads Nine (Nine + Go + Gem) and is up 120% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 81% on Ten in 16-39s. Seven is up 3% on Nine and up 93% on Ten in 18-49s. Seven is up 5% on Nine and up 103% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 54% on Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:
 

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Star Wars	#1
Star Wars	#4	Seven News	#2
		Sunrise	#10
<b>16-39s</b>		<b>18-49s</b>	
Star Wars	#1	Star Wars	#1
Seven News	#2	Seven News	#2
		Sunrise	#9
		Sunrise	#10
- **Seven News** (0.797 million). Seven News wins network – up 67,000 viewers on Nine News, a 9% audience advantage.
- **Saturday Night At The Movies: Star Wars IV: A New Hope** (0.752 million) dominates in 16-39s, 18-49s and 25-54s and is Saturday's number one most-watched programme for 16-39s, 18-49s and 25-54s – 34 share in 16-39s, 35 share in 18-49s and 33 share in 25-54s.

#### Live and As-Live Data

##### Week 43 Primetime Shares

ABC1:	13.1%
Seven:	19.9%
Nine:	18.9%
Ten:	13.4%
SBS1:	4.7%
ABC2:	2.7%
ABC3:	0.5%
ABC News 24:	1.3%
7TWO:	5.2%
7mate:	3.7%
GO!:	5.3%
Gem:	3.6%
One:	3.0%
Eleven:	3.1%
SBS2:	1.2%
NITV:	0.1%

##### Week 43 Combined Multiple Channels Primetime Shares

ABC:	17.7%
Seven:	28.8%
Nine:	27.9%
Ten:	19.6%
SBS:	6.1%