

2 November 2015

Seven Network Ratings Report

Week 44: 25 October – 31 October 2015

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 15% 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.

The Melbourne Cup Carnival on Seven dominates.

- The Victoria Derby dominates in total viewers, 16-39s, 18-49s and 25-54s across Saturday afternoon.

Seven scores across primetime.

- Sunday Night peaks at 1.228 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Beach Cops ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The X Factor peaks at 1.242 million and is one of Monday's top two most-watched programmes for 25-54s and one of the top four most-watched programmes for 16-39s and 18-49s.
- The X Factor peaks at 1.339 million and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- 800 Words peaks at 1.462 million, wins its timeslot and ranks in Tuesday's top three most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Border Security peaks at 1.002 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Highway Patrol peaks at 1.132 million, wins its timeslot and is one of Wednesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.



- Blindspot peaks at 1.071 million, wins its timeslot and is one of Wednesday's top five most-watched programmes in all key audience demographics.
- Better Homes and Gardens peaks at 1.054 million, wins its timeslot and is Friday's most-watched programme for 16-39s and 18-49s and one of the top two most-watched programmes for total viewers and 25-54s.
- Saturday Night At The Movies: Star Wars: The Empire Strikes Back 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	1.647 million
-	Sunday Night	1.585 million
-	The X Factor – Monday	1.558 million
-	Seven News – Sunday	1.522 million
-	The X Factor – Tuesday	1.520 million
-	Highway Patrol	1.479 million
-	Better Homes and Gardens	1.304 million
-	Blindspot	1.261 million
-	Home and Away	1.244 million
-	Seven News	1.232 million
-	Seven News – Saturday	1.207 million
-	Beach Cops	1.146 million
-	Border Security	1.132 million
-	Star Wars: The Empire Strikes Back	1.058 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 44, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.8%	20.2%	11.8%	12.6%	4.7%
16-39s	18.6%	21.4%	16.2%	5.6%	2.8%
18-49s	19.6%	21.7%	15.5%	6.6%	3.4%
25-54s	20.6%	22.1%	14.9%	7.4%	3.6%

Primetime audience demographics for digital channels

6:00pm-midnight Week 44, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	5.2%	1.8%	2.1%	2.3%
7mate	4.1%	7.0%	6.4%	5.9%
GO!	5.3%	7.7%	6.8%	6.1%
Gem	3.3%	3.2%	3.2%	3.1%
One	2.9%	2.9%	3.4%	3.5%
Eleven	2.9%	5.7%	4.7%	4.2%
ABC2	2.9%	3.4%	3.1%	2.9%
ABC3	0.5%	0.5%	0.5%	0.5%
ABC News 24	1.5%	1.3%	1.4%	1.5%
SBS2	1.1%	1.7%	1.5%	1.5%
NITV:	0.2%	0.1%	0.1%	0.2%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 44, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	30.0%	28.7%	17.7%	17.6%	5.9%
16-39s	27.4%	32.3%	24.8%	10.8%	4.7%
18-49s	28.2%	31.7%	23.6%	11.5%	5.0%
25-54s	28.8%	31.3%	22.5%	12.2%	5.2%

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 breakfast television. Weekend Sunrise is up 17% on 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	
Sunday Night	#4	Sunday Night	#4
Seven News	#5	Seven News	#6
Beach Cops	#6	Beach Cops	#8
16-39s		18-49s	
Sunday Night	#6	Sunday Night	#5
Beach Cops	#10	Beach Cops	#6
		Seven News	#10

- **Sunday Night** (1.054 million) peaks at 1.228 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Beach Cops** (0.776 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 primary channels.
 - Seven is number one for total viewers and 25-54s.
 - Seven is up 5% on Nine and up 59% on Ten in total viewers.
 - Seven is up 4% on Nine and up 26% 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 and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 15% on Nine (Nine + Go + Gem) and up 69% on Ten (Ten + One + Eleven) in total viewers.
 - Seven leads Nine and is up 22% on Ten in 25-54s.
- Seven wins in morning television. The Morning Show is up 35% on Mornings.
- Seven wins at 5:30pm. The Chase is up 14% on Hot Seat.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	The X Factor	#3
Seven News – Today Tonight	#7	Big Bang on Seven	#10
The X Factor	#8		
16-39s		18-49s	
The X Factor	#4	The X Factor	#2
Home and Away	#10	Big Bang on Seven	#8
		Seven News – Today Tonight	#9
		Seven News	#10

- **The X Factor** (1.004 million) peaks at 1.242 million and is one of Monday's top two most-watched programmes for 25-54s and one of the top four most-watched programmes for 16-39s and 18-49s.

Tuesday

- 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 67% 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 18-49s and 25-54s.
- 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.
- Seven scores in the most-watched programmes:

All People		25-54s	
800 Words	#3	800 Words	#3
Seven News	#4	The X Factor	#5
The X Factor	#7		
Seven – News Today Tonight	#8		
16-39s		18-49s	
800 Words	#3	800 Words	#3
The X Factor	#6	The X Factor	#6
Home and Away	#10		
- **The X Factor** (0.988 million) peaks at 1.339 million and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **800 Words** (1.005 million) peaks at 1.462 million, wins its timeslot and ranks in Tuesday's top three most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 11% on Nine and up 101% 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 10% on Nine + Go + Gem and up 86% on Ten + One + Eleven in total viewers.

- Seven wins at 5:30pm. The Chase is up 19% on Hot Seat.
- 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	#1	Highway Patrol	#2
Highway Patrol	#3	Blindspot	#3
Seven News – Today Tonight	#5	Border Security	#8
Blindspot	#9	Seven News	#10
Border Security	#10		
16-39s		18-49s	
Highway Patrol	#2	Highway Patrol	#2
Blindspot	#5	Blindspot	#4
Home and Away	#7	Border Security	#8
Border Security	#10	Home and Away	#10

- **Seven News** (1.028 million). Seven News wins network – up 44,000 viewers on Nine News, a 4% audience advantage.
- **Border Security** (0.736 million) peaks at 1.002 million and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Highway Patrol** (0.992 million) peaks at 1.132 million, wins its timeslot and is one of Wednesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Blindspot** (0.888 million) peaks at 1.071 million, wins its timeslot and is one of Wednesday's top five most-watched programmes in all key audience demographics.

Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 2% on Nine and up 20% 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 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 9% on Nine + Go + Gem and up 31% on Ten + One + Eleven in total viewers.
- Seven wins at 5:30pm. The Chase is up 16% on Hot Seat.
- Seven wins in breakfast television. Sunrise is up 12% 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	
Seven News	#1	Seven News	#7
Seven News – Today Tonight	#4		
Home and Away	#8		
16-39s		18-49s	
Home and Away	#4	Home and Away	#7
Seven News	#7	Seven News	#8

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 22% on Nine and up 68% on Ten in total viewers.
 - Seven is up 10% on Nine and up 20% on Ten in 16-39s. Seven is up 22% on Nine and up 28% on Ten in 18-49s. Seven is up 14% on Nine and up 28% 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 4% on Nine + Go + Gem and up 64% on Ten + One + Eleven in total viewers.
- Seven wins at 5:30pm. The Chase is up 17% on Hot Seat.
- Seven wins in breakfast television. Sunrise is up 22% on Today.
- Seven wins in morning television. The Morning Show is up 51% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
Better Homes and Gardens	#2	Better Homes and Gardens	#2
Seven News – Today Tonight	#4	Seven News – Today Tonight	#3
The Chase	#8	The Bourne Legacy	#10
16-39s		18-49s	
Better Homes and Gardens	#1	Better Homes and Gardens	#1
Seven News	#3	Seven News	#2
Seven News – Today Tonight	#7	Seven News – Today Tonight	#3
		The Bourne Legacy	#9

- **Seven News** (0.861 million). Seven News wins network – up 43,000 viewers on Nine News, a 5% audience advantage.
- **Better Homes and Gardens** (0.848 million) peaks at 1.054 million, wins its timeslot and is Friday's most-watched programme for 16-39s and 18-49s and one of the top two most-watched programmes for total viewers and 25-54s.

Saturday

- 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 202% on Ten in total viewers.
 - Seven is up 79% on Nine and up 176% on Ten in 16-39s. Seven is up 84% on Nine and up 196% on Ten in 18-49s. Seven is up 60% on Nine and up 197% on Ten in 25-54s.
- Seven wins in primetime 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 4% on Nine (Nine + Go + Gem) and up 134% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 33% on Nine and up 148% on Ten in 16-39s. Seven is up 36% on Nine and up 137% on Ten in 18-49s. Seven is up 26% on Nine and up 140% 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	#4	Star Wars	#1
Star Wars	#5	Seven News	#3
Victoria Derby – Race	#8	XXX	#5
Victoria Derby – Late	#10	Victoria Derby – Race	#6
		Sunrise	#8
16-39s		18-49s	
Star Wars	#1	Star Wars	#1
Seven News	#3	Seven News	#3
XXX	#5	Victoria Derby – Race	#6
Victoria Derby – Race	#7	Victoria Derby – Late	#7
Sunrise	#8	Sunrise	#8
Victoria Derby – Late	#10		

- **The Melbourne Cup Carnival: The Victoria Derby** dominates in total viewers, 16-39s, 18-49s and 25-54s across Saturday afternoon.
- **Seven News** (0.774 million).
- **Saturday Night At The Movies: Star Wars: The Empire Strikes Back** (0.743 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 – 32 share in 16-39s, 35 share in 18-49s and 34 share in 25-54s.

Live and As-Live Data**Week 44 Primetime Shares**

ABC1:	12.6%
Seven:	20.8%
Nine:	20.2%
Ten:	11.8%
SBS1:	4.7%

ABC2:	2.9%
ABC3:	0.5%
ABC News 24:	1.5%
7TWO:	5.2%
7mate:	4.1%
GO!:	5.3%
Gem:	3.3%
One:	2.9%
Eleven:	2.9%
SBS2:	1.1%
NITV:	0.2%

Week 44 Combined Multiple Channels Primetime Shares

ABC:	17.6%
Seven:	30.0%
Nine:	28.7%
Ten:	17.7%
SBS:	5.9%