

23 February 2015

Seven Network Ratings Report

Week 8: 15 February – 21 February 2015

Seven wins in primetime on primary channels.

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

Seven wins in primetime on digital channels.

- 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.

Seven wins in breakfast television.

- Sunrise is up 14% on Today in total viewers.

Seven dominates the most-watched programmes:

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules – Monday | 2.458 million |
| - My Kitchen Rules – Wednesday | 2.446 million |
| - My Kitchen Rules – Tuesday | 2.446 million |
| - My Kitchen Rules – Sunday | 2.201 million |
| - My Kitchen Rules – Thursday | 2.021 million |
| - Seven News – Sunday | 1.821 million |
| - Seven News – Saturday | 1.467 million |
| - Better Homes and Gardens | 1.449 million |
| - Home and Away | 1.409 million |
| - Australia: The Story Of Us | 1.350 million |
| - Seven News | 1.305 million |
| - Winter | 1.262 million |

Metropolitan and Regional Combined Audiences



Seven deliver across the week.

- My Kitchen Rules peaks at 1.912 million and is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Australia: The Story Of Us peaks at 1.235 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.990 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Monday Night At The Movies: Identity Thief wins in 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.086 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- How To Get Away With Murder wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 2.103 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Winter wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.633 million and is Thursday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens peaks at 1.119 million, wins in total viewers and is Friday's number one most-watched programme for 18-49s.
- Friday Night At The Movies: The Sapphires wins in 16-39s, 18-49s and 25-54s.

Primetime audience demographics for primary channels

6:00pm-midnight Week 8, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	24.0%	18.6%	12.4%	14.1%	4.0%
16-39s	25.7%	19.5%	14.9%	6.0%	2.8%
18-49s	25.9%	19.7%	15.1%	7.1%	3.1%
25-54s	25.6%	20.1%	14.8%	8.1%	3.4%

Primetime audience demographics for digital channels

6:00pm-midnight Week 8, 2015				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.4%	1.3%	1.7%	2.1%
7mate	4.3%	7.1%	6.3%	6.0%
GO!	4.5%	6.5%	5.8%	5.3%
Gem	3.1%	2.4%	2.3%	2.4%
One:	2.0%	2.7%	2.7%	2.7%
Eleven	2.7%	4.9%	4.2%	3.8%
ABC2:	2.5%	3.2%	2.8%	2.6%
ABC3	0.7%	0.6%	0.5%	0.5%
ABC News 24	1.6%	1.0%	1.3%	1.4%
SBS2	1.0%	1.4%	1.2%	1.2%
NITV	0.2%	0.1%	0.2%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 8, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	32.7%	26.1%	17.1%	18.9%	5.2%
16-39s	34.1%	28.4%	22.5%	10.8%	4.3%
18-49s	33.8%	27.9%	22.0%	11.8%	4.5%
25-54s	33.6%	27.8%	21.4%	12.6%	4.7%

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 combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 2% on Nine + Go + Gem and up 107% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers.
- 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	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Seven News	#6
Australia: The Story of Us	#8	Australia: The Story of Us	#7
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Australia: The Story of Us	#7	Australia: The Story of Us	#8
Seven News	#10	Seven News	#9

- **Seven News** (1.277 million). Seven News is up 139,000 viewers on Nine News, a 12% audience advantage.
- **My Kitchen Rules** (1.515 million) peaks at 1.912 million and is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 36 share in 16-39s, 35 share in 18-49s and 34 share in 25-54s.
- **Australia: The Story Of Us** (0.879 million) peaks at 1.235 million and 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 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 52% on Nine and up 117% on Ten in total viewers.
 - Seven is up 81% on Nine and up 113% on Ten in 16-39s. Seven is up 80% on Nine and up 100% on Ten in 18-49s. Seven is up 64% on Nine and up 97% 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 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 40% on Nine (Nine + Go + Gem) and up 102% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 50% on Nine and up 73% on Ten in 16-39s. Seven is up 56% on Nine and up 70% on Ten in 18-49s. Seven is up 47% on Nine and up 69% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 24% on Today.
- Seven wins in morning television. The Morning Show is up 19% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#5	Home and Away	#3
Seven News – Today Tonight	#6	Identity Thief	#6
Home and Away	#8	Seven News	#9
		Seven News – Today Tonight	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Home and Away	#3
Identity Thief	#4	Identity Thief	#4
		Seven News – Today Tonight	#9

- **Home and Away** (0.921 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.688 million) peaks at 1.990 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 34 share in total viewers, 41 share in 16-39s, 38 share in 18-49s and 37 share in 25-54s.
- **Monday Night At The Movies: Identity Thief** (0.571 million) wins in 16-39s, 18-49s and 25-54s – 28 share in 16-39s, 28 share in 18-49s and 25 share in 25-54s.

Tuesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 31% on Nine and up 88% on Ten in total viewers.
 - Seven is up 34% on Nine and up 104% on Ten in 16-39s. Seven is up 30% on Nine and up 98% on Ten in 18-49s. Seven is up 24% on Nine and up 91% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 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 18% on Nine (Nine + Go + Gem) and up 50% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 31% on Nine and up 75% on Ten in 16-39s. Seven is up 28% on Nine and up 72% on Ten in 18-49s. Seven is up 23% on Nine and up 68% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 21% on Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#5	How To Get Away With Murder	#4
Seven News – Today Tonight	#6	Home and Away	#6
Home and Away	#8		
How To Get Away With Murder	#10		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
How To Get Away With Murder	#3	How To Get Away With Murder	#3
Home and Away	#6	Home and Away	#6

- **Home and Away** (0.882 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.717 million) peaks at 2.086 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s. – 35 share in total viewers, 42 share in 16-39s, 41 share in 18-49s and 39 share in 25-54s.
- **How To Get Away With Murder** (0.789 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 28 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 54% on Nine and up 139% on Ten in total viewers.
 - Seven is up 54% on Nine and up 86% on Ten in 16-39s. Seven is up 53% on Nine and up 84% on Ten in 18-49s. Seven is up 48% on Nine and up 88% on Ten in 25-54s.
- Seven wins in primetime on combined audiences of all channels.
 - 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 42% on Nine (Nine + Go + Gem) and up 121% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 10% on Nine and up 44% on Ten in 16-39s. Seven is up 20% on Nine and up 53% on Ten in 18-49s. Seven is up 21% on Nine and up 61% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise is up 20% Today.
- Seven wins in morning television. The Morning Show is up 36% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#4	Home and Away	#4
Seven News – Today Tonight	#5	Winter	#7
Home and Away	#7	Seven News – Today Tonight	#8
Winter	#8	Seven News	#9
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Home and Away	#4
Winter	#6	Winter	#6

- **Home and Away** (0.876 million) wins in 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.708 million) peaks at 2.103 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 36 share in total viewers, 39 share in 16-39s, 39 share in 18-49s and 39 share in 25-54s.
- **Winter** (0.817 million) wins in total viewers, 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 39% on Nine and up 99% on Ten in total viewers.
 - Seven is up 64% on Nine and up 52% on Ten in 16-39s. Seven is up 66% on Nine and up 54% on Ten in 18-49s. Seven is up 56% on Nine and up 58% 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 on combined audiences of all channels.
 - 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 38% on Nine (Nine + Go + Gem) and up 106% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 54% on Nine and up 39% on Ten in 16-39s. Seven is up 50% on Nine and up 45% on Ten in 18-49s. Seven is up 42% on Nine and up 50% on Ten in 25-54s.
- 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	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#4	Home and Away	#5
Seven News – Today Tonight	#5	Seven News – Today Tonight	#7
Home and Away	#7	Seven News	#8
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#2	Home and Away	#2
Seven News – Today Tonight	#5	Seven News – Today Tonight	#5
Seven News	#10	Seven News	#9

- **Home and Away** (0.838 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.383 million) peaks at 1.633 million and is Thursday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.

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 29% on Nine and up 98% on Ten in total viewers.
 - Seven leads Nine and is up 43% on Ten in 16-39s. Seven leads Nine and is up 50% on Ten in 18-49s. Seven is up 15% on Nine and up 61% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 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 32% on Nine (Nine + Go + Gem) and up 89% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 11% on Nine and up 38% on Ten in 16-39s. Seven is up 12% on Nine and up 38% on Ten in 18-49s. Seven is up 19% on Nine and up 44% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#3
Better Homes and Gardens	#4	Better Homes and Gardens	#4
Seven News – Today Tonight	#6	Seven News – Today Tonight	#5
The Sapphires	#9	The Sapphires	#6
16-39s		18-49s	
Better Homes and Gardens	#2	Better Homes and Gardens	#1
The Sapphires	#3	Seven News	#4
Seven News	#5	Seven News – Today Tonight	#5
Seven News – Today Tonight	#7	The Sapphires	#6

- **Better Homes and Gardens** (0.893 million) peaks at 1.119 million, wins in total viewers and is Friday's number one most-watched programme for 18-49s.
- **Friday Night At The Movies: The Sapphires** (0.643 million) wins in 16-39s, 18-49s and 25-54s.

Saturday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for 16-39s, 18-49s and 25-54s.
 - Seven is up 27% on Nine and up 23% on Ten in total viewers.
 - Seven is up 32% on Nine and up 43% on Ten in 16-39s. Seven is up 33% on Nine and up 62% on Ten in 18-49s. Seven is up 26% on Nine and up 44% on Ten in 25-54s.
- 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, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 15% on Nine (Nine + Go + Gem) and up 42% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 11% on Nine and up 35% on Ten in 16-39s. Seven is up 16% on Nine and up 50% on Ten in 18-49s. Seven is up 18% on Nine and up 42% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#2
Cars 2	#8	50 First Dates	#4
		Cars 2	#6
		Weekend Sunrise	#9
16-39s		18-49s	
50 First Dates	#1	Seven News	#2
Seven News	#4	50 First Dates	#4
Cars 2	#5	Cars 2	#6
		Weekend Sunrise	#9

Live and As-Live Data**Week 8 Primetime Shares**

ABC1:	14.1%
Seven:	24.0%
Nine:	18.6%
Ten:	12.4%
SBS1:	4.0%

ABC2:	2.5%
ABC3:	0.7%
ABC News 24:	1.6%
7TWO:	4.4%
7mate:	4.3%
GO!:	4.5%
Gem:	3.1%
One:	2.0%
Eleven:	2.7%
SBS2:	1.0%
NITV:	0.2%

Week 8 Combined Multiple Channels Primetime Shares

ABC1:	18.9%
Seven:	32.7%
Nine:	26.1%
Ten:	17.1%
SBS:	5.2%

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