

29 February 2016

## **Seven Network Ratings Report**

**Week 9: 21 February – 27 February 2016**

### **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 combined audiences.**

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

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

- Seven News leads Nine News.
- Seven News – Today Tonight leads Nine News 6:30pm.

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

- The Chase is up 20% on Hot Seat.

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

- Sunrise is number one in breakfast television.

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

- The Morning Show is up 17% on Today Extra.

### **Seven wins at 7:00pm.**

- Home and Away wins at 7:00pm in 16-39s, 18-49s and 25-54s.

### **Seven dominates the most-watched programmes in all key audiences.**

- Seven dominates the top ten programmes for total viewers and in all key demographics.
- Seven scores number 1 and 8 of the top 10 programmes for total viewers.
- Seven scores number 1 and 7 of the top 10 programmes for 16-39s, the number 1 and 6 of the top 10 programmes for 18-49s, and the number 1 and 7 of the top 10 programmes for 25-54s.



### **Seven dominates the most-watched programmes across Australia.**

- My Kitchen Rules – Sunday	2.820 million
- My Kitchen Rules – Monday	2.275 million
- My Kitchen Rules – Tuesday	2.132 million
- My Kitchen Rules – Wednesday	2.099 million
- Molly: The Real Thing	1.925 million
- Seven News – Sunday	1.625 million
- Wanted	1.433 million
- Home and Away	1.338 million
- Better Homes and Gardens	1.288 million
- Downton Abbey	1.272 million
- Seven News	1.252 million
- Seven News – Saturday	1.164 million
- First Dates	1.052 million
- Seven News – Today Tonight	1.000 million

Metro and regional combined audiences

### **Seven deliver across the week.**

- My Kitchen Rules peaks at 2.460 million, is up 216% on Australia's Got Talent and up 249% on I'm A Celebrity, and is Sunday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Molly: The Real Thing dominates in total viewers, 16-39s, 18-49s and 25-54s, and ranks only behind My Kitchen Rules as Sunday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.881 million, is up 130% on Australia's Got Talent and up 129% on I'm A Celebrity, and is Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Downton Abbey wins in total viewers, 18-49s and 25-54s and ranks in Monday's top ten most-watched programmes for total viewers and in all key audiences.
- My Kitchen Rules peaks at 1.743 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Wanted wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.767 million and is the number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- First Dates dominates in total viewers, 16-39s, 18-49s and 25-54s and ranks only behind My Kitchen Rules as Wednesday's most-watched for 16-39s, 18-49s and 25-54s.

- Thursday Night At The Movies: Safe House delivers in 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens peaks at 1.003 million, wins its timeslot in total viewers, 16-39s, 18-49s and 25-54s.
- Friday Night At The Movies: The Proposal wins in 16-39s, 18-49s and 25-54s and is Friday's number one most-watched programme for 16-39s, 18-49s and 25-54s.
- Saturday Night At The Movies: Despicable Me wins in 16-39s, 18-49s and 25-54s and is Saturday's number one most-watched programme for 16-39s and 18-49s.
- Saturday Night At The Movies: 47 Ronin wins in 16-39s, 18-49s and 25-54s.

**Seven dominates the most-watched programmes in all key demographics**

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules – Sunday	#1	My Kitchen Rules – Sunday	#1
My Kitchen Rules – Monday	#2	My Kitchen Rules – Monday	#2
My Kitchen Rules – Tuesday	#3	My Kitchen Rules – Tuesday	#3
My Kitchen Rules – Wednesday	#4	My Kitchen Rules – Wednesday	#4
Molly: The Real Thing	#5	Molly: The Real Thing	#5
Seven News – Sunday	#6	First Dates	#6
Seven News	#8	Seven News – Sunday	#10
Seven News – Today Tonight	#10		
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules – Sunday	#1	My Kitchen Rules – Sunday	#1
My Kitchen Rules – Monday	#2	My Kitchen Rules – Monday	#2
My Kitchen Rules – Wednesday	#3	My Kitchen Rules – Wednesday	#3
My Kitchen Rules – Tuesday	#4	My Kitchen Rules – Tuesday	#4
First Dates	#5	Molly: The Real Thing	#5
Molly: The Real Thing	#6	First Dates	#6
Home and Away	#10		

### Primetime audience demographics for primary channels

6:00pm-midnight Week 9, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	24.9%	17.5%	12.6%	13.6%	4.4%
16-39s	28.3%	16.9%	13.8%	4.8%	3.1%
18-49s	26.9%	17.5%	15.4%	5.7%	3.5%
25-54s	26.5%	17.6%	15.4%	6.8%	3.7%

### Primetime audience demographics for digital channels

6:00pm-midnight Week 9, 2016				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.4%	0.9%	1.2%	1.4%
7mate	3.1%	4.6%	4.6%	4.4%
GO!	4.2%	6.5%	5.7%	5.1%
Gem	2.7%	2.3%	2.0%	2.0%
Life	2.2%	3.7%	3.4%	3.3%
One:	2.7%	2.5%	2.9%	3.2%
Eleven	2.1%	4.2%	3.4%	2.9%
ABC2:	2.9%	3.6%	3.1%	2.9%
ABC3	0.5%	0.3%	0.3%	0.3%
ABC News 24	1.3%	0.8%	1.2%	1.2%
SBS2	1.0%	1.6%	1.6%	1.5%
NITV	0.1%	0.1%	0.1%	0.1%
Food	0.8%	2.0%	1.6%	1.1%

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

6:00pm-midnight Week 9, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.4%	26.7%	17.3%	18.3%	6.4%
16-39s	33.8%	29.3%	20.6%	9.6%	6.7%
18-49s	32.6%	28.5%	21.7%	10.3%	6.8%
25-54s	32.4%	28.0%	21.6%	11.3%	6.8%

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 107% on Nine and up 190% on Ten in total viewers.
  - Seven is up 129% on Nine and up 148% on Ten in 16-39s. Seven is up 126% on Nine and up 125% on Ten in 18-49s. Seven is up 127% on Nine and up 132% 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 53% on Nine (Nine + Go + Gem + Life) and up 143% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 50% on Nine and up 96% on Ten in 16-39s. Seven is up 56% on Nine and up 93% on Ten in 18-49s. Seven is up 57% on Nine and up 99% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Molly: The Real Thing	#2	Molly: The Real Thing	#2
Seven News	#3	Seven News	#3
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Molly: The Real Thing	#2	Molly: The Real Thing	#2
Seven News	#5	Seven News	#3

- **Seven News** (1.083 million). Seven News wins network – up 60,000 viewers on Nine News, a 6% audience advantage.
- **My Kitchen Rules** (1.938 million) peaks at 2.460 million, is up 216% on Australia's Got Talent and up 249% on I'm A Celebrity, and is Sunday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 46 share in total viewers, 61 share in 16-39s, 57 share in 18-49s and 54 share in 25-54s.
- **Molly: The Real Thing** (1.302 million) dominates in total viewers, 16-39s, 18-49s and 25-54s, and ranks only behind My Kitchen Rules as Sunday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 44 share in total viewers, 47 share in 16-39s, 46 share in 18-49s and 47 share in 25-54s.

## Monday

- 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 60% on Nine and up 102% on Ten in total viewers.
  - Seven is up 85% on Nine and up 99% on Ten in 16-39s. Seven is up 72% on Nine and up 64% on Ten in 18-49s. Seven is up 74% on Nine and up 63% 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.
- 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 39% on Nine (Nine + Go + Gem + Life) and up 77% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 36% on Nine and up 69% on Ten in 16-39s. Seven is up 29% on Nine and up 42% on Ten in 18-49s. Seven is up 35% on Nine and up 40% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase is up 30% on Hot Seat.
- Seven wins in breakfast television. Sunrise leads Today.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Home and Away	#3
Seven News- Today Tonight	#3	Seven News	#4
Home and Away	#6	Seven News – Today Tonight	#5
Downton Abbey	#9	Downton Abbey`	#10
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#2	Home and Away	#3
Seven News	#5	Seven News	#4
Seven News – Today Tonight	#7	Seven News – Today Tonight	#5
Downton Abbey	#10	Downton Abbey	#10

- **Seven News** (1.097 million). Seven News wins network – up 78,000 viewers on Nine News, a 7% audience advantage.
- **Seven News – Today Tonight** (1.049 million). Seven News – Today Tonight wins network – up 51,000 viewers on Nine News 6:30pm, a 5% audience advantage.
- **Home and Away** (0.910 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 39 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.
- **My Kitchen Rules** (1.570 million) peaks at 1.881 million, is up 130% on Australia's Got Talent and up 129% on I'm A Celebrity, and is Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 41 share in total viewers, 54 share in 16-39s, 48 share in 18-49s and 47 share in 25-54s.
- **Downton Abbey** (0.849 million) wins in total viewers, 18-49s and 25-54s and ranks in Monday's top ten most-watched programmes for total viewers and in all key audiences – 35 share in total viewers, 27 share in 16-39s, 27 share in 18-49s and 28 share in 25-54s.

## Tuesday

- 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 78% on Ten in total viewers.
  - Seven is up 33% on Nine and up 113% on Ten in 16-39s. Seven is up 26% on Nine and up 64% on Ten in 18-49s. Seven is up 21% on Nine and up 60% 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 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 14% on Nine (Nine + Go + Gem + Life) and up 68% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 6% on Nine and up 67% on Ten in 16-39s. Seven is up 7% on Nine and up 43% on Ten in 18-49s. Seven is up 4% on Nine and up 38% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase is up 17% on Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Wanted	#6
Seven News – Today Tonight	#3	Seven News – Today Tonight	#7
Wanted	#7	Seven News	#8
Home and Away	#10		
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Wanted	#6
Wanted	#6	Home and Away	#7
Seven News	#9	Seven News	#8
Seven News – Today Tonight	#10	Seven News – Today Tonight	#9

- **Seven News** (1.108 million). Seven News wins network – up 102,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (1.059 million). Seven News – Today Tonight wins network – up 63,000 viewers on Nine News 6:30pm, a 6% audience advantage.
- **Home and Away** (0.829 million) wins in 16-39s and 18-49s – 25 share in total viewers, 37 share in 16-39s, 31 share in 18-49s and 28 share in 25-54s.
- **My Kitchen Rules** (1.447 million) peaks at 1.743 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 38 share in total viewers, 48 share in 16-39s, 44 share in 18-49s and 42 share in 25-54s.
- **Wanted** (0.899 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 35 share in total viewers, 36 share in 16-39s, 36 share in 18-49s and 37 share in 25-54s.

### Wednesday

- 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 41% on Nine and up 109% on Ten in total viewers.
  - Seven is up 88% on Nine and up 231% on Ten in 16-39s. Seven is up 56% on Nine and up 108% on Ten in 18-49s. Seven is up 44% on Nine and up 97% 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 17% on Nine (Nine + Go + Gem + Life) and up 97% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 46% on Nine and up 124% on Ten in 16-39s. Seven is up 29% on Nine and up 82% on Ten in 18-49s. Seven is up 21% on Nine and up 71% on Ten in 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 Today Extra.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	First Dates	#2
Seven News – Today Tonight	#3	Home and Away	#5
Home and Away	#6	Seven News – Today Tonight	#7
First Dates	#10	Seven News	#9
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
First Dates	#2	First Dates	#2
Home and Away	#3	Home and Away	#4
Seven News – Today Tonight	#6	Seven News- Today Tonight	#7
Seven News	#8	Seven News	#10

- **Seven News** (1.008 million). Seven News wins network – up 86,000 viewers on Nine News, a 9% audience advantage.
- **Seven News – Today Tonight** (0.967 million). Seven News – Today Tonight wins network – up 26,000 viewers on Nine News 6:30pm, a 3% audience advantage.
- **Home and Away** (0.866 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 42 share in 16-39s, 35 share in 18-49s and 32 share in 25-54s.
- **My Kitchen Rules** (1.437 million) peaks at 1.767 million and is the number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 41 share in total viewers, 52 share in 16-39s, 47 share in 18-49s and 44 share in 25-54s.
- **First Dates** (0.735 million) dominates in total viewers, 16-39s, 18-49s and 25-54s and ranks only behind My Kitchen Rules as Wednesday’s most-watched for 16-39s, 18-49s and 25-54s – 35 share in total viewers, 51 share in 16-39s, 44 share in 18-49s and 41 share in 25-54s.



## Thursday

- Seven wins at 5:30pm. The Chase is up 36% on Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Home and Away	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#5
Home and Away	#7	Seven News	#6
		The Big Bang Theory	#9
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#2	Home and Away	#2
The Big Bang Theory	#3	The Big Bang Theory	#7
Seven News – Today Tonight	#9	Seven News – Today Tonight	#9
Seven News	#10	Seven News	#10

- **Home and Away** (0.757 million) wins across its 7:00-8:00pm broadcast – 26 share in total viewers, 32 share in 16-39s, 29 share in 18-49s and 29 share in 25-54s.
- **Thursday Night At The Movies: Safe House** (0.369 million) delivers in 16-39s, 18-49s and 25-54s – 25 share in 16-39s and 25 share in 18-49s.

## 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 62% on Nine and up 145% on Ten in total viewers.
  - Seven is up 100% on Nine and up 148% on Ten in 16-39s. Seven is up 56% on Nine and up 121% on Ten in 18-49s. Seven is up 47% on Nine and up 109% 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 (Seven + 7TWO + 7mate) is up 16% on Nine (Nine + Go + Gem + Life) and up 92% on Ten (Ten + One + Eleven) in total viewers.
- Seven wins at 5:30pm. The Chase is up 21% on Hot Seat.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show is up 29% on Today Extra.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	The Proposal	#1
Seven News – Today Tonight	#3	Better Homes and Gardens	#2
Better Homes and Gardens	#4	Seven News	#3
The Proposal	#7	Seven News – Today Tonight	#4
<b>16-39s</b>		<b>18-49s</b>	
The Proposal	#1	The Proposal	#1
Better Homes and Gardens	#2	Better Homes and Gardens	#2
Seven News	#3	Seven News	#3
Seven News – Today Tonight	#5	Seven News – Today Tonight	#4
The Chase	#8		

- Seven News** (0.878 million). Seven News wins network – up 89,000 viewers on Nine News, an 11% audience advantage.
- Seven News – Today Tonight** (0.819 million). Seven News – Today Tonight wins network – up 67,000 viewers on Nine News, an 8% audience advantage.
- Better Homes and Gardens** (0.807 million) peaks at 1.003 million, wins its timeslot in total viewers, 16-39s, 18-49s and 25-54s – 34 share in total viewers, 40 share in 16-39s, 36 share in 18-49s and 36 share in 25-54s.
- Friday Night At The Movies: The Proposal** (0.684 million) wins in 16-39s, 18-49s and 25-54s and is Friday's number one most-watched programme for 16-39s, 18-49s and 25-54s – 38 share in total viewers, 56 share in 16-39s, 48 share in 18-49s and 44 share in 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 22% on Nine and up 85% on Ten in total viewers.
  - Seven is up 34% on Nine and up 100% on Ten in 16-39s. Seven is up 37% on Nine and up 102% on Ten in 18-49s. Seven is up 40% on Nine and up 107% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for 25-54s.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Seven News	#1
Despicable Me	#6	Despicable Me	#3
47 Ronin	#8	47 Ronin	#4
		Border Security	#10
<b>16-39s</b>		<b>18-49s</b>	
Despicable Me	#1	Despicable Me	#1
Seven News	#2	Seven News	#3
47 Ronin	#4	47 Ronin	#4

- **Seven News** (0.761 million). Seven News wins network – up 41,000 viewers on Nine News, a 6% audience advantage.
- **Saturday Night At The Movies: Despicable Me** (0.485 million) wins in 16-39s, 18-49s and 25-54s and is Saturday's number one most-watched programme for 16-39s and 18-49s – 42 share in 16-39s, 38 share in 18-49s and 35 share in 25-54s.
- **Saturday Night At The Movies: 47 Ronin** (0.350 million) wins in 16-39s, 18-49s and 25-54s – 27 share in total viewers, 33 share in 16-39s, 37 share in 18-49s and 37 share in 25-54s.

### Live and As-Live Data

#### Week 9 Primetime Shares

ABC1:	13.6%
Seven:	24.9%
Nine:	17.5%
Ten:	12.6%
SBS1:	4.4%

ABC2:	2.9%
ABC3:	0.5%
ABC News 24:	1.3%
7TWO:	3.4%
7mate:	3.1%
GO!:	4.2%
Gem:	2.7%
Life:	2.2%
One:	2.7%
Eleven:	2.1%
SBS2:	1.0%
Food:	0.8%
NITV:	0.1%

#### Week 9 Combined Multiple Channels Primetime Shares

ABC1:	18.3%
Seven:	31.4%
Nine:	26.7%
Ten:	17.3%
SBS:	6.4%

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