

29 March 2015

Seven Network Ratings Report

Week 13: 22 March – 28 March 2015

Seven dominates across opening weeks of the 2015 television year

- Seven leads across the opening weeks of the 2015 television year.
- Seven increases audience advantage over Nine.
- Seven is number one in all key audiences: total viewers; 16-39s, 18-49s and 25-54s
- Seven is number one in all major markets: Sydney, Melbourne, Brisbane, Adelaide and Perth.

Seven wins in news.

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

Seven wins at 5:30pm.

- Million Dollar Minute leads Hot Seat.

Seven wins in breakfast television.

- Sunrise is up 23% on Today in total viewers.

Seven wins in morning television.

- The Morning is up 30% on Mornings in total viewers.

Seven dominates the most-watched programmes:

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules – Monday | 2.454 million |
| - My Kitchen Rules – Tuesday | 2.221 million |
| - My Kitchen Rules – Wednesday | 2.204 million |
| - Seven News – Sunday | 1.688 million |
| - Sunday Night | 1.466 million |
| - Seven News | 1.362 million |
| - Australia: The Story Of Us | 1.294 million |
| - Downton Abbey | 1.278 million |
| - Home and Away | 1.263 million |
| - Better Homes and Gardens | 1.259 million |

Metropolitan and Regional Combined Audiences



Seven deliver across the week.

- Sunday Night peaks at 1.141 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Australia: The Story Of Us peaks at 1.104 million and ranks in Sunday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.
- Downton Abbey peaks at 1.027 million.
- My Kitchen Rules peaks at 2.041 million and is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.813 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.838 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Wednesday Night At The Movies: Fast and Furious 6 wins in total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens is one of Friday's top two most-watched programmes for 16-39s and 18-49s, and one of the top three most-watched programmes for 25-54s.
- Friday Night At The Movies: Notting Hill ranks in Friday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Primetime audience demographics for primary channels

6:00pm-midnight Week 13, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	21.9%	22.1%	11.1%	13.1%	4.3%
16-39s	22.6%	24.4%	14.1%	5.3%	2.6%
18-49s	22.3%	24.7%	14.1%	6.2%	3.2%
25-54s	22.5%	24.8%	13.6%	7.1%	3.5%

Primetime audience demographics for digital channels

6:00pm-midnight Week 13, 2015				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.5%	1.2%	1.5%	1.9%
7mate	4.1%	6.9%	6.1%	5.7%
GO!	4.5%	5.9%	5.5%	5.0%
Gem	3.9%	3.1%	3.4%	3.6%
One:	2.4%	2.8%	3.0%	3.0%
Eleven	2.9%	5.2%	4.6%	4.1%
ABC2:	2.4%	2.9%	2.6%	2.3%
ABC3	0.5%	0.4%	0.4%	0.3%
ABC News 24	1.4%	1.0%	1.1%	1.2%
SBS2	1.0%	1.6%	1.4%	1.3%
NITV	0.1%	0.0%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 13, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	30.4%	30.6%	16.4%	17.3%	5.3%
16-39s	30.7%	33.4%	22.0%	9.7%	4.2%
18-49s	29.9%	33.6%	21.7%	10.3%	4.6%
25-54s	30.1%	33.4%	20.7%	10.9%	4.8%

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 primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
- 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 leads Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Seven News	#6
Sunday Night	#6	Sunday Night	#7
Australia: The Story Of Us	#7	Australia: The Story Of Us	#9
Downton Abbey	#8		
16-39s		18-49s	
Sunday Night	#8	Sunday Night	#7
Seven News	#9	Seven News	#9
The Longest Yard on 7mate	#10	Australia: The Story Of Us	#10

- **Seven News** (1.133 million).
- **Sunday Night** (0.962 million) peaks at 1.141 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Australia: The Story Of Us** (0.868 million) peaks at 1.1.04 million and ranks in Sunday's top ten most-watched programmes for total viewers, 18-49s and 25-54s.
- **Downton Abbey** (0.846 million) peaks at 1.027 million.

Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 36% on Nine and up 80% on Ten in total viewers.
 - Seven is up 44% on Nine and up 31% on Ten in 16-39s. Seven is up 32% on Nine and up 33% on Ten in 18-49s. Seven is up 27% on Nine and up 49% 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 in all key audience demographics 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 36% on Nine (Nine + Go + Gem) and up 76% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 34% on Nine and up 18% on Ten in 16-39s. Seven is up 29% on Nine and up 22% on Ten in 18-39s. Seven is up 25% on Nine and up 36% on Ten in 25-54s.
- Million Dollar Minute wins at 5:30pm.
- Seven wins in breakfast television. Sunrise is up 12% on Today.
- Seven wins in morning television. The Morning Show is up 22% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Home and Away	#5
Seven News – Today Tonight	#3		
Home and Away	#6		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#5	Home and Away	#4
Revenge	#7	Revenge	#8

- **Million Dollar Minute** (0.617 million) wins at 5:30pm.
- **Seven News** (1.125 million). Seven News wins network.
- **Seven News – Today Tonight** (1.096 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.953 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.713 million) peaks at 2.041 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, 40 share in 16-39s, 37 share in 18-49s and 37 share in 25-54s.
- **Revenge** (0.682 million) ranks in Monday's top ten most-watched programmes for 16-39s and 18-49s.

Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 26% on Nine and up 82% on Ten in total viewers.
 - Seven is up 42% on Nine and up 144% on Ten in 16-39s. Seven is up 20% on Nine and up 95% on Ten in 18-49s. Seven is up 11% on Nine and up 87% on Ten in 25-54s.
- Million Dollar Minute wins at 5:30pm.

- Seven wins in breakfast television. Sunrise is up 21% on Today.
- Seven wins in morning television. The Morning Show is up 8% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Home and Away	#5
Seven News – Today Tonight	#4	Seven News – Today Tonight	#8
Home and Away	#6	Seven News	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#4	Home and Away	#5
How to Get Away With Murder	#6	How to Get Away With Murder	#7
Seven News – Today Tonight	#8	Seven News – Today Tonight	#10
Seven News	#10		

- **Million Dollar Minute** (0.632 million) wins at 5:30pm.
- **Seven News** (1.056 million). Seven News wins network.
- **Seven News – Today Tonight** (0.976 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.880 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.535 million) peaks at 1.813 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 38 share in 16-39s, 35 share in 18-49s and 34 share in 25-54s.
- **How To Get Away With Murder** (0.536 million) ranks in Tuesday's top ten most-watched programmes for 16-39s and 18-49s.

Wednesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is up 50% on Nine and up 185% on Ten in total viewers.
 - Seven is up 73% on Nine and up 201% on Ten in 16-39s. Seven is up 66% on Nine and up 197% on Ten in 18-49s. Seven is up 55% on Nine and up 197% 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.
 - Seven (Seven + 7TWO + 7mate) is up 46% on Nine (Nine + Go + Gem) and up 158% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 41% on Nine and up 114% on Ten in 16-39s. Seven is up 40% on Nine and up 120% on Ten in 18-49s. Seven is up 37% on Nine and up 131% on Ten in 25-54s.

- Million Dollar Minute wins at 5:30pm.
- Seven wins in breakfast television. Sunrise is up 20% on Today.
- Seven wins in morning television. The Morning Show is up 37% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
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	#7	Seven News – Today Tonight	#6
		Fast and Furious 6	#7

16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Home and Away	#3
Fast and Furious 6	#4	Fast and Furious 6	#4
Seven News	#10	Seven News	#5
		Seven News – Today Tonight	#7

- **Million Dollar Minute** (0.696 million) wins at 5:30pm.
- **Seven News** (1.110 million). Seven News wins network.
- **Seven News – Today Tonight** (1.003 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.842 million) wins in total viewers, 16-39s, 18-49s and 25-54s.
- **My Kitchen Rules** (1.523 million) peaks at 1.838 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 34 share in total viewers, 39 share in 16-39s, 39 share in 18-49s and 38 share in 25-54s.
- **Wednesday Night At The Movies: Fast and Furious 6** (0.520 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 32 share in 16-39s, 30 share in 18-49s and 27 share in 25-54s.

Thursday

- Seven wins in breakfast television. Sunrise is up 46% on Today.
- Seven wins in morning television. The Morning Show is up 75% 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	#3	Home and Away	#5
Seven News – Today Tonight	#5	Seven News	#7
Home and Away	#9	Pretty Woman	#8
Million Dollar Minute	#10	Seven News – Today Tonight	#9

16-39s		18-49s	
Home and Away	#5	Seven News	#5
Seven News	#7	Home and Away	#6
Pretty Woman	#8	Seven News – Today Tonight	#7
Seven News – Today Tonight	#9	Pretty Woman	#9

Friday

- Seven wins in news.
- Million Dollar Minute wins at 5:30pm.
- Seven wins in breakfast television. Sunrise is up 32% on Today.
- Seven wins in morning television. The Morning Show is up 26% on Mornings.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
Seven News – Today Tonight	#3	Better Homes and Gardens	#3
Better Homes and Gardens	#5	Notting Hill	#6
Million Dollar Minute	#8	Seven News – Today Tonight	#7
16-39s		18-49s	
Better Homes and Gardens	#2	Better Homes and Gardens	#2
Notting Hill	#4	Notting Hill	#3
Seven News	#7	Seven News	#7
		Seven News – Today Tonight	#9

- **Million Dollar Minute** (0.670 million) wins at 5:30pm.
- **Seven News** (0.968 million). Seven News wins network.
- **Seven News – Today Tonight** (0.842 million). Seven News – Today Tonight wins network.
- **Better Homes and Gardens** (0.789 million) is one of Friday's top two most-watched programmes for 16-39s and 18-49s, and one of the top three most-watched programmes for 25-54s.
- **Friday Night At The Movies: Notting Hill** (0.525 million) ranks in Friday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Saturday

- Seven wins in primetime in key audience demographics on primary channels.
 - Seven is number 1 16-39s and 18-49s.
 - Seven is up 11% on Nine and up 4% on Ten in 16-39s. Seven is up 2% on Nine and up 4% on Ten in 18-49s. Seven is up 6% 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 in key audiences on combined audiences of all channels.
 - Seven + 7TWO + 7mate is number one for 16-39s and 18-49s.
 - Seven (Seven + 7TWO + 7mate) is up 12% on Nine (Nine + Go + Gem) and up 21% on Ten (Ten + One + Eleven) in 16-39s. Seven leads Nine and is up 13% on Ten in 18-49s. Seven is up 17% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 20% on Weekend Today across 7:00-10:00am.

Live and As-Live Data**Week 13 Primetime Shares**

ABC1:	13.1%
Seven:	21.9%
Nine:	22.1%
Ten:	11.1%
SBS1:	4.3%

ABC2:	2.4%
ABC3:	0.5%
ABC News 24:	1.4%
7TWO:	4.5%
7mate:	4.1%
GO!:	4.5%
Gem:	3.9%
One:	2.4%
Eleven:	2.9%
SBS2:	1.0%
NITV:	0.1%

Week 13 Combined Multiple Channels Primetime Shares

ABC1:	17.3%
Seven:	30.4%
Nine:	30.6%
Ten:	16.4%
SBS:	5.3%

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