

22 June 2015

Seven Network Ratings Report

Week 25: 14 June – 20 June 2015

Seven is number 1 in 2015

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

Seven + 7TWO + 7mate is number 1 in 2015.

- Seven's broadcast platform of Seven + 7TWO + 7mate is number 1 in primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels across the current television season.

Seven scores in the most-watched programmes:

- | | |
|-------------------------|---------------|
| - Seven News – Sunday | 1.924 million |
| - House Rules – Sunday | 1.797 million |
| - House Rules – Tuesday | 1.739 million |
| - House Rules – Monday | 1.509 million |
| - Seven News – Saturday | 1.431 million |
| - Home and Away | 1.281 million |
| - Seven News | 1.234 million |

Metropolitan and Regional Combined Audiences

Seven wins in breakfast television.

- Sunrise is up 9% on Today in total viewers.

Seven wins in morning television.

- The Morning is up 18% on Mornings in total viewers.



Primetime audience demographics for primary channels

6:00pm-midnight Week 25, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.8%	21.6%	14.1%	13.5%	4.4%
16-39s	18.5%	24.5%	18.5%	5.8%	2.8%
18-49s	18.8%	23.8%	17.9%	7.0%	3.4%
25-54s	18.8%	23.8%	17.6%	7.8%	3.7%

Primetime audience demographics for digital channels

6:00pm-midnight Week 25, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.0%	1.3%	1.7%	2.0%
7mate	4.0%	5.8%	5.5%	5.2%
GO!	5.2%	6.3%	6.0%	5.7%
Gem	3.2%	2.6%	2.5%	2.7%
One:	2.5%	2.5%	3.0%	3.1%
Eleven	2.8%	5.1%	4.4%	3.9%
ABC2:	3.2%	3.5%	3.3%	3.1%
ABC3	0.6%	0.4%	0.4%	0.4%
ABC News 24	1.1%	0.7%	0.9%	0.9%
SBS2	1.0%	1.5%	1.3%	1.2%
NITV	0.1%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 25, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	26.7%	30.0%	19.4%	18.4%	5.5%
16-39s	25.7%	33.5%	26.1%	10.3%	4.4%
18-49s	26.0%	32.3%	25.3%	11.6%	4.8%
25-54s	26.0%	32.2%	24.7%	12.2%	4.9%

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 primary channels.
 - Seven is number 1 for total viewers and 18-49s.
 - Seven is up 8% on Nine and up 30% on Ten in total viewers.
 - Seven leads Nine and is up 6% 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 total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in primetime on 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) is up 18% on Nine (Nine + Go + Gem) and up 40% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 9% on Nine in 16-39s. Seven is up 16% on Nine and up 15% on Ten in 18-49s. Seven is up 10% on Nine and up 14% 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	#2	House Rules	#3
House Rules	#3	Seven News	#5
Sunday Night	#9	Sunday Night	#9
16-39s		18-49s	
House Rules	#3	House Rules	#2
Seven News	#6	Seven News	#4
Sunday Night	#10	Sunday Night	#9

- **Seven News** (1.236 million).
- **House Rules** (1.086 million) peaks at 1.322 million, outpaces Reno Rumble and Masterchef, and is one of Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s

Monday

- Seven wins in breakfast television. Sunrise is up 14% on Today.
- Seven wins in morning television. The Morning Show is up 17% on Mornings.
- **House Rules** (0.907 million) peaks at 1.144 million, outpaces Reno Rumble and is one of Monday's top three most-watched programmes for 16-39s, 18-49s and 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 11% on Nine and up 20% on Ten in total viewers.
 - Seven is up 28% on Nine and up 25% on Ten in 16-39s. Seven is up 25% on Nine and up 20% on Ten in 18-49s. Seven is up 17% on Nine and up 15% on Ten in 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 3% on Nine (Nine + Go + Gem) and up 19% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 12% on Nine and up 15% on Ten in 16-39s. Seven is up 16% on Nine and up 11% on Ten in 18-49s. Seven is up 11% on Nine and up 10% 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	
Seven News	#4	House Rules	#2
House Rules	#5	Home and Away	#9
Seven News – Today Tonight	#8	Ramsay’s Kitchen Nightmares	#10
Home and Away	#10		
16-39s		18-49s	
House Rules	#2	House Rules	#2
Ramsay’s Kitchen Nightmares	#5	Home and Away	#9
Home and Away	#6	Ramsay’s Kitchen Nightmares	#10

- House Rules** (1.004 million) is up 42% on Reno Rumble, peaks at 1.251 million and is one of Tuesday’s top two most-watched programmes for 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.

Thursday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers: up 31% on Seven and up 30% on Ten.
- 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 17% on Nine + Go + Gem and up 39% on Ten + One + Eleven in total viewers.
- 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	#4	Seven News – Today Tonight	#7
Seven News – Today Tonight	#5	Seven News	#8
Home and Away	#10		
16-39s		18-49s	
Home and Away	#6	Seven News – Today Tonight	#8
Seven News – Today Tonight	#8	Home and Away	#10
AFL on Seven	#10		

- AFL on Seven: Thursday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 33 share in total viewers, 32 share in 16-39s, 34 share in 18-49s and 34 share in 25-54s.

Friday

- Seven wins in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s and 18-49s.
 - Seven is up 9% on Nine and up 90% on Ten in total viewers.
 - Seven is up 2% on Nine and up 56% on Ten in 16-39s. Seven is up 4% on Nine and up 48% on Ten in 18-49s. Seven is up 45% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers and 18-49s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate) is up 10% on Nine (Nine + Go + Gem) and up 92% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 46% on Ten in 16-39s. Seven leads Nine and is up 45% on Ten in 18-49. Seven is up 45% 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	
Seven News	#3	Seven News	#5
Seven News – Today Tonight	#4	Seven News – Today Tonight	#6
Better Homes and Gardens	#6	Better Homes and Gardens	#7
16-39s		18-49s	
Seven News	#6	Seven News	#6
Seven News – Today Tonight	#7	Seven News – Today Tonight	#7
Better Homes and Gardens	#10	Better Homes and Gardens	#10

- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 30 share in total viewers, 39 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

Saturday

- 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 32% on Nine and up 78% on Ten in total viewers.
 - Seven is up 13% on Nine and up 20% on Ten in 16-39s. Seven is up 20% on Nine and up 31% on Ten in 18-49s. Seven is up 22% on Nine and up 37% on Ten in 25-54s.
- Seven wins in primetime on 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 3% on Nine (Nine + Go + Gem) and up 62% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 8% on Ten in 16-39s. Seven is up 15% on Ten in 18-49s. Seven ties with Nine and is up 18% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise is up 24% on Weekend Today across 7:00-10:00am.
- **Seven News** (0.893 million). Seven News wins network – up 122,000 viewers on Nine News, a 16% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven –27 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.

Live and As-Live Data

Week 25 Primetime Shares

ABC1:	13.5%
Seven:	18.8%
Nine:	21.6%
Ten:	14.1%
SBS1:	4.4%

ABC2:	3.2%
ABC3:	0.6%
ABC News 24:	1.1%
7TWO:	4.0%
7mate:	4.0%
GO!:	5.2%
Gem:	3.2%
One:	2.5%
Eleven:	2.8%
SBS2:	1.0%
NITV:	0.1%

Week 25 Combined Multiple Channels Primetime Shares

ABC1:	18.4%
Seven:	26.7%
Nine:	30.0%
Ten:	19.4%
SBS:	5.5%

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