

7 September 2015

## Seven Network Ratings Report

Week 36: 30 August – 5 September 2015

### Seven is number 1 in 2015

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

### 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.

### Seven wins in breakfast television.

- Sunrise leads Today in total viewers.

### Seven wins in morning television.

- The Morning Show leads Mornings in total viewers.

### Seven scores in the most-watched programmes:

- |                                   |               |
|-----------------------------------|---------------|
| - Seven News – Sunday             | 1.785 million |
| - Sunday Night                    | 1.670 million |
| - Highway Patrol                  | 1.461 million |
| - Animals Make You Laugh Out Loud | 1.435 million |
| - Seven News – Saturday           | 1.309 million |
| - Motorway Patrol                 | 1.261 million |
| - Border Security                 | 1.255 million |
| - The Force                       | 1.249 million |
| - Home and Away                   | 1.242 million |
| - Seven News                      | 1.211 million |
| - Better Homes and Gardens        | 1.202 million |
| - Dancing with the Stars          | 1.061 million |
| - Winners and Losers              | 1.040 million |

Metropolitan and Regional Combined Audiences



**Primetime audience demographics for primary channels**

**6:00pm-midnight Week 36, 2015**

<b>Audience shares</b>	<b>Seven</b>	<b>Nine</b>	<b>Ten</b>	<b>ABC</b>	<b>SBS</b>
All People	17.9%	20.5%	13.2%	13.6%	5.2%
16-39s	17.5%	20.6%	16.6%	5.8%	4.0%
18-49s	17.2%	21.6%	16.5%	7.2%	4.5%
25-54s	17.5%	22.3%	15.9%	8.1%	4.9%

**Primetime audience demographics for digital channels**

**6:00pm-midnight Week 36, 2015**

<b>Audience shares</b>	<b>Total</b>	<b>16-39s</b>	<b>18-49s</b>	<b>25-54s</b>
7TWO	4.9%	1.7%	1.9%	2.2%
7mate	4.3%	7.2%	6.4%	5.9%
GO!	4.7%	7.1%	6.2%	5.4%
Gem	3.8%	3.4%	3.4%	3.5%
One	3.0%	3.5%	3.9%	3.9%
Eleven	2.7%	5.4%	4.5%	4.0%
ABC2	3.1%	3.6%	3.4%	3.2%
ABC3	0.6%	0.5%	0.5%	0.4%
ABC News 24	1.1%	0.8%	1.0%	1.1%
SBS2	1.1%	1.8%	1.6%	1.6%
NITV:	0.2%	0.3%	0.2%	0.1%

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

**6:00pm-midnight Week 36, 2015**

<b>Audience shares</b>	<b>Seven</b>	<b>Nine</b>	<b>Ten</b>	<b>ABC</b>	<b>SBS</b>
All People	27.2%	29.0%	18.9%	18.4%	6.5%
16-39s	26.4%	31.1%	25.6%	10.7%	6.1%
18-49s	25.4%	31.2%	24.9%	12.1%	6.3%
25-54s	25.7%	31.2%	23.7%	12.8%	6.5%

FTA Channels and Total TV

Copyright Oztag Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live).

## Primetime Programming Analysis

### Sunday

- Seven wins in breakfast television. Sunrise is up 20% on 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	Seven News	#5
Sunday Night	#5	Sunday Night	#6
Dancing with the Stars	#10		
<b>16-39s</b>		<b>18-49s</b>	
Sunday Night	#5	Seven News	#5
Seven News	#6	Sunday Night	#6

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (1.170 million).
- **Sunday Night** (1.027 million) peaks at 1.187 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 breakfast television. Sunrise is up 9% on Today.
- Seven wins in morning television. The Morning Show is up 28% 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:

<b>All People</b>		<b>25-54s</b>	
Seven News – Today Tonight	#3	Highway Patrol	#4
Seven News	#4	Motorway Patrol	#6
Highway Patrol	#9	Seven News – Today Tonight	#10
<b>16-39s</b>		<b>18-49s</b>	
Highway Patrol	#1	Highway Patrol	#1
Motorway Patrol	#6	Motorway Patrol	#8
Home and Away	#8	Home and Away	#10

## Tuesday

- Seven wins in 16-39s in primetime on primary channels.
  - Seven is up 2% on Nine and up 15% on Ten in 16-39s.
- 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 and 16-39s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate leads Nine (Nine + Go + Gem) and is up 34% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 8% on Nine and up 35% on Ten in 16-39s.
- 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:

<b>All People</b>		<b>25-54s</b>	
Seven News – Today Tonight	#3	Animals Make You Laugh Out Loud	#6
Seven News	#5	Winners and Losers	#7
Animals Make You Laugh Out Loud	#7	Seven News – Today Tonight	#8
Home and Away	#10	Home and Away	#9
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#3	Winners and Losers	#6
Animals Make You Laugh Out Loud	#4	Animals Make You Laugh Out Loud	#7
Winners and Losers	#5	Home and Away	#8
Seven News – Today Tonight	#10	Seven News – Today Tonight	#10

- **Animals Make You Laugh Out Loud** (0.841 million) wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Winners and Losers** (0.600 million) ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

## Wednesday

- Seven wins in breakfast television. Sunrise is up 11% on Today.
- Seven wins in morning television. The Morning Show is up 36% on Mornings.
- 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 scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	The Force	#8
Seven News – Today Tonight	#5	Border Security	#10
The Force	#10		

<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#4	The Force	#8
The Force	#6	Home and Away	#9
Border Security	#9		

#### Thursday

- Seven wins in morning television. The Morning Show is up 37% on Mornings.
- Seven wins in primetime on digital channels. 7TWO is the most-watched digital channel for total viewers.

#### Friday

- 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 83% on Ten in total viewers.
  - Seven is up 32% on Nine and up 60% on Ten in 16-39s. Seven is up 29% on Nine and up 55% on Ten in 18-49s. Seven is up 28% on Nine and up 59% 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.
  - 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 35% on Nine (Nine + Go + Gem) and up 81% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 35% on Nine and up 44% on Ten in 16-39s. Seven is up 30% on Nine and up 40% on Ten in 18-49s. Seven is up 33% on Nine and up 46% 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Better Homes and Gardens	#6
Seven News – Today Tonight	#4	Seven News – Today Tonight	#7
Better Homes and Gardens	#5	Seven News	#8
		AFL on Seven	#10
<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#2	Seven News – Today Tonight	#3
Seven News – Today Tonight	#3	Better Homes and Gardens	#7
Seven News	#8	Seven News	#9
The Waterboy	#9		

- **Better Homes and Gardens** (0.725 million) ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts on Seven – 35 share in total viewers, 31 share in 16-39s, 36 share in 18-49s and 38 share in 25-54s.

## Saturday

- Seven wins in news.
- Seven wins primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 54% on Nine and up 51% on Ten in total viewers.
  - Seven is up 82% on Nine and up 63% on Ten in 16-39s. Seven is up 62% on Nine and up 64% on Ten in 18-49s. Seven is up 56% on Nine and up 47% 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 6% on Nine (Nine + Go + Gem) and up 62% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 13% on Nine and up 63% on Ten in 16-39s. Seven is up 6% on Nine and up 53% on Ten in 18-49s. Seven is up 6% on Nine and up 47% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today in total viewers across 7:00-10:00am.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#2
Pirates of the Caribbean	#8	Pirates of the Caribbean	#3
AFL on Seven	#10	AFL on Seven	#8
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#2	Seven News	#2
Pirates of the Caribbean	#3	Pirates of the Caribbean	#3
S.W.A.T.	#8	S.W.A.T.	#7
AFL on Seven	#9	AFL on Seven	#8

- **AFL on Seven: Saturday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven – 44 share in total viewers, 48 share in 16-39s, 47 share in 18-49s and 45 share in 25-54s.
- **Seven News** (0.854 million). Seven News wins network.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcasts on Seven.

**Live and As-Live Data****Week 36 Primetime Shares**

ABC1:	13.6%
Seven:	17.9%
Nine:	20.5%
Ten:	13.2%
SBS1:	5.2%

ABC2:	3.1%
ABC3:	0.6%
ABC News 24:	1.1%
7TWO:	4.9%
7mate:	4.3%
GO!:	4.7%
Gem:	3.8%
One:	3.0%
Eleven:	2.7%
SBS2:	1.1%
NITV:	0.2%

**Week 36 Combined Multiple Channels Primetime Shares**

ABC1:	18.4%
Seven:	27.2%
Nine:	29.0%
Ten:	18.9%
SBS:	6.5%