

29 June 2015

## Seven Network Ratings Report

Week 26: 21 June – 27 June 2015

### Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers.

### Seven wins in primetime on digital channels.

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

### Seven wins in breakfast television.

- Sunrise is up 15% on Today in total viewers.

### Seven wins in morning television.

- The Morning is up 32% on Mornings in total viewers.

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

- |                            |               |
|----------------------------|---------------|
| - Seven News – Sunday      | 1.791 million |
| - House Rules – Sunday     | 1.638 million |
| - House Rules – Tuesday    | 1.598 million |
| - Seven News – Saturday    | 1.485 million |
| - House Rules – Monday     | 1.423 million |
| - Sunday Night             | 1.349 million |
| - Border Security          | 1.277 million |
| - Home and Away            | 1.269 million |
| - Highway Patrol           | 1.257 million |
| - Seven News               | 1.256 million |
| - Better Homes and Gardens | 1.248 million |

Metropolitan and Regional Combined Audiences



### 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.

### Primetime audience demographics for primary channels

#### 6:00pm-midnight Week 26, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.8%	19.0%	15.9%	13.3%	4.5%
16-39s	18.2%	19.8%	22.1%	5.5%	2.9%
18-49s	18.5%	20.2%	21.3%	6.9%	3.4%
25-54s	18.5%	20.8%	20.4%	7.5%	3.7%

### Primetime audience demographics for digital channels

#### 6:00pm-midnight Week 26, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.5%	1.9%	2.2%	2.4%
7mate	4.1%	6.1%	5.4%	5.2%
GO!	4.7%	6.0%	5.4%	5.3%
Gem	3.4%	2.6%	2.5%	2.7%
One:	2.7%	2.8%	3.1%	3.4%
Eleven	3.1%	5.6%	4.8%	4.2%
ABC2:	3.1%	3.9%	3.4%	3.2%
ABC3	0.6%	0.5%	0.4%	0.4%
ABC News 24	1.2%	0.7%	1.0%	1.0%
SBS2	1.0%	1.3%	1.2%	1.2%
NITV	0.1%	0.1%	0.1%	0.1%

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

#### 6:00pm-midnight Week 26, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	27.4%	27.1%	21.8%	18.1%	5.6%
16-39s	26.3%	28.4%	30.4%	10.6%	4.2%
18-49s	26.1%	28.2%	29.2%	11.6%	4.7%
25-54s	26.1%	28.8%	28.0%	12.1%	5.0%

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 + 7TWO + 7mate is up 8% on Nine + Go + Gem and up 20% on Ten + One + Eleven.
- 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 scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	House Rules	#4
House Rules	#4	Sunday Night	#6
Sunday Night	#7	Seven News	#8
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#5	House Rules	#4
Sunday Night	#7	Sunday Night	#7
Seven News	#8	Seven News	#8

- **Seven News** (1.141 million).
- **House Rules** (0.971 million) peaks at 1.148 million and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night** (0.849 million) peaks at 1.069 million, outpaces 60 Minutes and wins its timeslot.

### Monday

- Seven wins in breakfast television. Sunrise is up 12% on Today.
- Seven wins in morning television. The Morning Show is up 44% on Mornings.
- **House Rules** (0.860 million) peaks at 1.009 and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

### Tuesday

- **House Rules** (0.903 million) peaks at 1.077 million and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

## Wednesday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 2% on Nine and up 4% on Ten.
- 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 25-54s.
- 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 3% on Nine + Go + Gem and up 12% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 25% on Today.
- Seven wins in morning television. The Morning Show is up 16% on Mornings.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	Highway Patrol	#6
Seven News – Today Tonight	#6	Border Security	#7
Highway Patrol	#7	Criminal Minds	#8
Border Security	#9	Seven News	#10
Home and Away	#10		
<b>16-39s</b>		<b>18-49s</b>	
Highway Patrol	#2	Highway Patrol	#4
Border Security	#5	Border Security	#8
Home and Away	#6	Criminal Minds	#10
Criminal Minds	#7		

## Thursday

- Seven wins in primetime on primary channels.
  - Seven is number 1 for total viewers: up 24% on Nine and up 9% on Ten.
- 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 and 18-49s.
- 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 23% on Nine + Go + Gem and up 24% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 29% on Today.
- Seven wins in morning television. The Morning Show is up 24% on Mornings.
- **AFL on Seven: Thursday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 29 share in total viewers, 27 share in 16-39s, 28 share in 18-49s and 29 share in 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 12% on Nine and up 73% on Ten in total viewers.
  - Seven ties with Nine and is up 41% on Ten in 16-39s. Seven is up 7% on Nine and up 36% on Ten in 18-49s. Seven is up 4% on Nine and up 31% on Ten in 25-54s.
- 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 13% on Nine + Go + Gem and up 74% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise is up 13% on Today.
- Seven wins in morning television. The Morning Show is up 33% on Mornings.
- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 31 share in total viewers. 33 share in 16-39s, 33 share in 18-49s and 33 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 45% on Nine and up 99% on Ten in total viewers.
  - Seven is up 30% on Nine and up 16% on Ten in 16-39s. Seven is up 29% on Nine and up 40% on Ten in 18-49s. Seven is up 27% on Nine and up 49% 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 18% on Nine (Nine + Go + Gem) and up 82% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 17% on Nine and up 23% on Ten in 16-39s. Seven is up 16% on Nine and up 37% on Ten in 18-49s. Seven is up 15% on Nine and up 49% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 13% on Weekend Today across 7:00-10:00am.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 26 share in total viewers, 26 share in 18-49s and 25 share in 25-54s.

**Live and As-Live Data****Week 26 Primetime Shares**

ABC1:	13.3%
Seven:	18.8%
Nine:	19.0%
Ten:	15.9%
SBS1:	4.5%

ABC2:	3.1%
ABC3:	0.6%
ABC News 24:	1.2%
7TWO:	4.5%
7mate:	4.1%
GO!:	4.7%
Gem:	3.4%
One:	2.7%
Eleven:	3.1%
SBS2:	1.0%
NITV:	0.1%

**Week 26 Combined Multiple Channels Primetime Shares**

ABC1:	18.1%
Seven:	27.4%
Nine:	27.1%
Ten:	21.8%
SBS:	5.6%