

13 July 2015

## Seven Network Ratings Report

Week 28: 6 July - 11 July 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 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.

### Wimbledon on Seven: up on 2014

- 6.5 million Australians (audience reach) have now watched Wimbledon on Seven and 7TWO in 2015.
- The average audience for all hours of coverage across Seven and 7TWO on combined audiences (metropolitan and regional) is up 11% on 2014.
- Ladies' Single Final up 28% on 2014.

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

- |                            |               |
|----------------------------|---------------|
| - Seven News – Sunday      | 1.984 million |
| - House Rules – Sunday     | 1.670 million |
| - House Rules – Monday     | 1.629 million |
| - Seven News – Saturday    | 1.493 million |
| - House Rules – Tuesday    | 1.369 million |
| - Seven News               | 1.290 million |
| - Better Homes and Gardens | 1.267 million |
| - Home and Away            | 1.231 million |

Metropolitan and Regional Combined Audiences



## Primetime audience demographics for primary channels

6:00pm-midnight Week 28, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.0%	22.3%	13.6%	11.2%	5.2%
16-39s	16.7%	23.3%	17.2%	4.9%	3.5%
18-49s	17.3%	23.5%	17.1%	5.6%	4.1%
25-54s	17.5%	23.7%	16.8%	6.4%	4.5%

## Primetime audience demographics for digital channels

6:00pm-midnight Week 28, 2015				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.5%	2.8%	2.8%	3.2%
7mate	3.7%	5.3%	5.1%	4.7%
GO!	3.7%	4.8%	4.4%	4.0%
Gem	7.7%	9.3%	8.4%	7.8%
One:	2.3%	2.2%	2.5%	2.7%
Eleven	2.7%	4.6%	4.2%	3.7%
ABC2:	2.8%	3.4%	3.0%	2.8%
ABC3	0.6%	0.4%	0.4%	0.4%
ABC News 24	0.9%	0.6%	0.8%	0.8%
SBS2	0.7%	0.9%	0.9%	0.9%
NITV	0.1%	0.0%	0.0%	0.1%

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

6:00pm-midnight Week 28, 2015					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	26.2%	33.7%	18.6%	15.5%	6.0%
16-39s	24.8%	37.3%	24.1%	9.3%	4.4%
18-49s	25.2%	36.2%	23.8%	9.8%	5.0%
25-54s	25.4%	35.6%	23.3%	10.4%	5.4%

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 breakfast television. Sunrise is up 17% on Today.
- 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:

All People		25-54s	
Seven News	#3	Seven News	#5
House Rules	#6	House Rules	#6
Sunday Night	#10	Sunday Night	#7
16-39s		18-49s	
House Rules	#4	House Rules	#5
Seven News	#6	Seven News	#6
		Sunday Night	#8

- **Seven News** (1.326 million).
- **House Rules** (0.992 million) peaks at 1.161 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 24% on Today.
- Seven wins in morning television. The Morning Show is up 40% on Mornings.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers, 16-39s, 18-49s and 25-54s.
- **House Rules** (0.972 million) peaks at 1.232 million and ranks in Monday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s.

## Tuesday

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads 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 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 Nine and up 18% on Ten.
- **AFL on Seven: Thursday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

## 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 35% on Nine and up 94% on Ten in total viewers.
  - Seven is up 37% on Nine and up 69% on Ten in 16-39s. Seven is up 40% on Nine and up 59% on Ten in 18-49s. Seven is up 35% on Nine and up 60% 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 leads Nine + Go + Gem and is up 97% on Ten + One + Eleven.

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show is up 97% 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 – 27 share in total viewers, 29 share in 16-39s, 29 share in 18-49s and 29 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 37% on Nine and up 93% on Ten in total viewers.
  - Seven is up 19% on Nine and up 49% on Ten in 16-39s. Seven is up 25% on Nine and up 43% on Ten in 18-49s. Seven is up 23% on Nine and up 42% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise is up 16% on Weekend Today across 7:00-10:00am.
- **Seven News** (0.986 million). Seven News wins network – up 94,000 viewers on Nine News, an 11% 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.

#### Live and As-Live Data

##### Week 28 Primetime Shares

ABC1:	11.2%
Seven:	18.0%
Nine:	22.3%
Ten:	13.6%
SBS1:	5.2%

ABC2:	2.8%
ABC3:	0.6%
ABC News 24:	0.9%
7TWO:	4.5%
7mate:	3.7%
GO!:	3.7%
Gem:	7.7%
One:	2.3%
Eleven:	2.7%
SBS2:	0.7%
NITV:	0.1%

##### Week 28 Combined Multiple Channels Primetime Shares

ABC1:	15.5%
Seven:	26.2%
Nine:	33.7%
Ten:	18.6%
SBS:	6.0%