

16 November 2015

Seven Network Ratings Report

Week 46: 8 November – 14 November 2015

Seven is number 1 in 2015

- Seven is number 1 for total viewers 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.

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.

Weeks 1-46, 2015: 6:00pm-midnight

Seven wins in news.

- Seven News leads Nine News.

Seven wins at 5:30pm.

- The Chase leads Hot Seat.

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:

- | | |
|----------------------------|---------------|
| - Sunday Night | 1.641 million |
| - Seven News – Sunday | 1.615 million |
| - The X Factor – Tuesday | 1.570 million |
| - The X Factor – Monday | 1.486 million |
| - Seven News – Saturday | 1.367 million |
| - Seven News | 1.310 million |
| - Better Homes and Gardens | 1.259 million |
| - Home and Away | 1.213 million |
| - Beach Cops | 1.210 million |

Metropolitan and Regional Combined Audiences



Primetime audience demographics for primary channels

6:00pm-midnight Week 46, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.0%	21.6%	11.5%	11.8%	4.9%
16-39s	17.6%	23.7%	15.0%	5.3%	3.6%
18-49s	18.3%	23.5%	14.9%	6.6%	3.9%
25-54s	19.5%	23.4%	14.3%	7.5%	4.2%

Primetime audience demographics for digital channels

6:00pm-midnight Week 46, 2015

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.8%	1.5%	1.9%	2.1%
7mate	3.7%	6.2%	5.6%	5.1%
GO!	5.3%	7.0%	6.2%	5.8%
Gem	3.7%	3.7%	3.5%	3.4%
One	2.9%	2.9%	3.5%	3.5%
Eleven	3.3%	6.4%	5.3%	4.5%
ABC2	2.9%	3.4%	3.1%	3.0%
ABC3	0.6%	0.5%	0.4%	0.4%
ABC News 24	1.6%	1.4%	1.6%	1.6%
SBS2	1.1%	1.7%	1.6%	1.5%
NITV:	0.2%	0.1%	0.1%	0.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 46, 2015

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.5%	30.6%	17.7%	17.0%	6.2%
16-39s	25.3%	34.4%	24.3%	10.6%	5.4%
18-49s	25.8%	33.2%	23.6%	11.8%	5.6%
25-54s	26.8%	32.6%	22.4%	12.4%	5.9%

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 breakfast television. Weekend Sunrise leads Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Sunday Night	#4
Sunday Night	#4	Seven News	#5
Beach Cops	#7	Beach Cops	#8
16-39s		18-49s	
Sunday Night	#6	Sunday Night	#5
Seven News	#9	Seven News	#7

- **Seven News** (1.069 million).
- **Sunday Night** (1.060 million) peaks at 1.225 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 news.
- Seven wins in primetime combined audiences.
 - Seven + 7TWO + 7mate is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate is up 4% on Nine + Go + Gem and up 58% on Ten + One + Eleven in total viewers.
- 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 breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	The X Factor	#3
The X Factor	#5	Seven News	#10
Seven News – Today Tonight	#7		
16-39s		18-49s	
The X Factor	#6	The X Factor	#4
Home and Away	#8	The Big Bang Theory	#10
The Big Bang Theory	#10		

- **Seven News** (1.024 million). Seven News wins network.
- **The X Factor** (0.977million) peaks at 1.186 million and is one of Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in primetime 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 68% on Ten + One + Eleven in total viewers.
- 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 at 5:30pm. The Chase is up 19% on Hot Seat.
- Seven wins in morning television. The Morning Show is up 40% on Mornings.

- Seven scores in the most-watched programmes:

All People		25-54s	
The X Factor	#2	The X Factor	#4
Seven News	#3	Seven News	#6
Seven News – Today Tonight	#7	Seven News – Today Tonight	#10
Home and Away	#10		
16-39s		18-49s	
The X Factor	#4	The X Factor	#5
Home and Away	#6	Home and Away	#8
Seven News	#10		

- **Seven News** (1.023 million). Seven News wins network – up 37,000 viewers on Nine News, a 4% audience advantage.
- **The X Factor** (1.056 million) peaks at 1.305 million, wins its timeslot, is one of Tuesday's top two most-watched programmes and ranks in the top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Wednesday

- Seven wins in news.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- 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 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Blindspot	#7
Seven News – Today Tonight	#6	Seven News	#8
Highway Patrol	#9	Highway Patrol	#9
Home and Away	#10	Seven News – Today Tonight	#10
16-39s		18-49s	
Home and Away	#10	Highway Patrol	#8
		Blindspot	#9
		Home and Away	#10

Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels. Seven is number one for total viewers.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Mornings.

Friday

- Seven wins in primetime on primary channels. Seven is number one for 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 – Today Tonight	#4	Seven News	#4
Seven News	#5	Seven News – Today Tonight	#5
Better Homes and Gardens	#6	White House Down	#6
White House Down	#8		
16-39s		18-49s	
White House Down	#7	White House Down	#5
Better Homes and Gardens	#10	Better Homes and Gardens	#7
		Seven News – Today Tonight	#9
		Seven News	#10

Saturday

- Seven wins in primetime on primary channels.
 - Seven is number one for 16-39s, 18-49s and 25-54s.
 - Seven is up 14% on Nine and up 198% on Ten in 16-39s. Seven is up 9% on Nine and up 187% on Ten in 18-49s. Seven is up 10% on Nine and up 208% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#4
National Treasure	#10	National Treasure	#7
		National Treasure II	#9
16-39s		18-49s	
National Treasure	#6	Seven News	#6
Seven News	#7	National Treasure	#7
National Treasure II	#9	National Treasure II	#9

Live and As-Live Data**Week 46 Primetime Shares**

ABC1:	11.8%
Seven:	20.0%
Nine:	21.6%
Ten:	11.5%
SBS1:	4.9%

ABC2:	2.9%
ABC3:	0.6%
ABC News 24:	1.6%
7TWO:	4.8%
7mate:	3.7%
GO!:	5.3%
Gem:	3.7%
One:	2.9%
Eleven:	3.3%
SBS2:	1.1%
NITV:	0.2%

Week 46 Combined Multiple Channels Primetime Shares

ABC:	17.0%
Seven:	28.5%
Nine:	30.6%
Ten:	17.7%
SBS:	6.2%