

# SEVEN IS NUMBER ONE.



## Seven dominates across primetime in 2015.

### Seven is number one: total viewers, 16-39s, 18-49s and 25-54s.

- Seven is number one for total viewers and in all key audience demographics – 16-39s, 18-49s and 25-54s - across primetime in 2015.

#### 6:00pm-midnight Weeks 1-18, 2015

| Audience shares | Seven | Nine  | Ten   | ABC   | SBS  |
|-----------------|-------|-------|-------|-------|------|
| All People      | 21.8% | 19.3% | 12.3% | 13.4% | 4.6% |
| 16-39s          | 22.7% | 20.5% | 15.1% | 6.0%  | 3.0% |
| 18-49s          | 22.5% | 20.8% | 15.1% | 7.0%  | 3.6% |
| 25-54s          | 22.4% | 21.2% | 14.6% | 7.9%  | 3.9% |

- 7TWO is the number one digital channel for total viewers across primetime in 2015.  
7mate is the number one digital channel for 16-39s and 25-54s in 2015.

#### 6:00pm-midnight Weeks 1-18, 2015

| Audience shares | Total | 16-39s | 18-49s | 25-54s |
|-----------------|-------|--------|--------|--------|
| 7TWO            | 4.8%  | 1.9%   | 2.1%   | 2.4%   |
| 7mate           | 3.9%  | 6.2%   | 5.6%   | 5.3%   |
| GO!             | 4.5%  | 6.2%   | 5.7%   | 5.3%   |
| Gem             | 3.5%  | 2.9%   | 2.9%   | 3.0%   |
| One:            | 2.9%  | 3.4%   | 3.6%   | 3.6%   |
| Eleven          | 3.0%  | 5.1%   | 4.6%   | 4.2%   |
| ABC2:           | 2.7%  | 3.4%   | 3.0%   | 2.8%   |
| ABC3            | 0.8%  | 0.6%   | 0.6%   | 0.6%   |
| ABC News 24     | 1.4%  | 0.9%   | 1.1%   | 1.2%   |
| SBS2            | 1.2%  | 1.8%   | 1.7%   | 1.6%   |
| NITV            | 0.1%  | 0.1%   | 0.1%   | 0.1%   |

- Seven + 7TWO + 7mate is the most-watched broadcast television platform for total viewers and in all key audience demographics across primetime in 2015.

#### 6:00pm-midnight Weeks 1-18, 2015

| Audience shares | Seven | Nine  | Ten   | ABC   | SBS  |
|-----------------|-------|-------|-------|-------|------|
| All People      | 30.5% | 27.3% | 18.2% | 18.1% | 5.9% |
| 16-39s          | 30.8% | 29.6% | 23.7% | 11.0% | 4.9% |
| 18-49s          | 30.2% | 29.4% | 23.2% | 11.8% | 5.4% |
| 25-54s          | 30.1% | 29.5% | 22.4% | 12.4% | 5.6% |