

Issued: Sunday 29th November 2015

PRIME7 MAKES HISTORY IN WOLLONGONG BECOMES NO.1 MOST WATCHED TELEVISION NETWORK

PRIME7 has made history in the Wollongong region, outrating the market incumbent WIN Television for the first time ever, to become the **NO.1 MOST WATCHED TELEVISION NETWORK**.

Results released today by ratings provider Regional TAM, show PRIME7 has ended the official 2015 Television Survey Period with a Network Audience Share of **29.6%** between 6.00pm – Midnight, Sunday to Saturday. Across the same period, WIN recorded a Network Audience Share of 29.3%. Southern Cross TEN has a Network Audience Share of 17.2%.

Commenting on the milestone, PRIME Chief Executive Officer, **Mr Ian Audsley** said: “It’s great to see our brand resonate so strongly with the people of the Illawarra and South Coast region and that obviously encourages us to look for new ways to further our engagement, but it means we now have to peddle even harder to stay in front. We don’t take anything for granted.”

- **PRIME7 is Number One in 2015 with a Network Share of 29.6%**
- **PRIME7 outrates WIN by 0.3 points and Southern Cross TEN by 9.7 points**
- **PRIME7 wins 19 of 40 Survey weeks**
- **PRIME7 delivers No.1 Regular Program on Television in 2015 with MY KITCHEN RULES**
- **PRIME7 delivers Top 6 Regular Programs on Television in 2015**
- **PRIME7 delivers 13 of the Top 20 Regular Programs on Television in 2015**
- **PRIME7 delivers 8 of the Top 20 Most Watched Programs on Television in 2015**
- **PRIME7 wins Sunday, Monday, Tuesday and Wednesday nights in 2015**

Free-To-Air Network Primetime (6.00pm – Midnight) Shares %, Total People*:

ABC	PRIME7	WIN	SCTEN	SBS
18.0	29.6	29.3	17.2	5.9

STAY CONNECTED WITH PRIME7



PRIME7 DOMINATES THE MOST WATCHED PROGRAMS IN 2015

- **MY KITCHEN RULES–WINNER ANNOUNCED** is the most watched non-sport event on television
- Reality programs **MY KITCHEN RULES, HOUSE RULES** and **THE X FACTOR** dominate viewing
- **WINTER** is the most watched drama series on television
- **800 WORDS** is the most watched new series on television
- **DOGS MAKE YOU LAUGH OUT LOUD** is the most watched special on television
- **THE FORCE** is the most watched observational documentary on television
- **DOWNTON ABBEY** is the most watched international drama series on television
- **BETTER HOMES AND GARDENS** is the most watched lifestyle program on television
- **SUNDAY NIGHT** is the most watched public affairs program on television
- **INSIDE THE SEIGE: THE UNTOLD STORY** is the most watched news special on television
- **MELBOURNE CUP CARNIVAL: THE RACE** is the most watched sporting event on PRIME7

TOP 20 REGULAR PROGRAMS 2015

1	MY KITCHEN RULES-MON	PRIME7	80,656
2	MY KITCHEN RULES-WED	PRIME7	73,824
3	MY KITCHEN RULES-THU	PRIME7	72,988
4	MY KITCHEN RULES-TUE	PRIME7	72,721
5	MY KITCHEN RULES-SUN	PRIME7	61,144
6	WINTER	PRIME7	58,265
7	NATIONAL NEWS SUNDAY	WIN	54,207
8	HOUSE RULES-SUN	PRIME7	52,905
9	HOUSE RULES - WHOLE HOUSE REVEAL	PRIME7	52,282
10	800 WORDS	PRIME7	52,267
11	HOUSE RULES-TUE	PRIME7	52,088
12	MARRIED AT FIRST SIGHT	WIN	51,221
13	THE VOICE -SUN	WIN	50,608
14	LIVE THURSDAY NIGHT FOOTBALL	WIN	50,410
15	HOUSE RULES-MON	PRIME7	49,882
16	LIVE FRIDAY NIGHT FOOTBALL	WIN	47,703
17	THE X FACTOR-TUE	PRIME7	46,569
18	NATIONAL NEWS	WIN	46,381
19	WIN NEWS	WIN	45,633
20	HOUSE RULES-WED	PRIME7	44,908

TOP 20 ALL PROGRAMS 2015

1	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 2ND - MATCH	WIN	134,027
2	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	WIN	120,552
3	RUGBY LEAGUE GRAND FINAL	WIN	107,523
4	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 3RD - MATCH	WIN	104,748
5	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 3RD - PRE MATCH	WIN	88,962
6	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 2ND - PRE MATCH	WIN	88,223
7	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - PRE MATCH	WIN	84,255
8	RUGBY LEAGUE GRAND FINAL PRESENTATION	WIN	83,019
9	MY KITCHEN RULES-WINNER ANNOUNCED	PRIME7	81,387
10	MY KITCHEN RULES-MON	PRIME7	80,656
11	RUGBY LEAGUE GRAND FINAL ENTERTAINMENT	WIN	80,129
12	MY KITCHEN RULES-GRAND FINAL	PRIME7	75,092
13	MY KITCHEN RULES-WED	PRIME7	73,824
14	MY KITCHEN RULES-THU	PRIME7	72,988
15	MY KITCHEN RULES-TUE	PRIME7	72,721
16	MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	Southern Cross TEN	70,864
17	DOGS MAKE YOU LAUGH OUT LOUD	PRIME7	68,015
18	ANIMALS MAKE YOU LAUGH OUT LOUD	PRIME7	67,264
19	TEN'S V8 SUPERCARS ROUND 10: BATHURST D3 PODIUM	Southern Cross TEN	65,998
20	THE BLOCK TRIPLE THREAT -AUCTIONS	WIN	65,217

Source: Regional TAM – Survey Year 2015 to date: Sunday 8th February – Saturday 28th November (excluding Easter 29th March – 11th April 2015), Shares based on Consolidated Data to Friday Week 48 and Overnight Data to Saturday Week 48, Shares: 6.00pm to Midnight Total People (and other demographics as listed), FTA, Wollongong, Ranking Reports based on “All Day”, “Regular Programs” are programs airing three or more times.