

4 September 2017

## Seven Network Ratings Report

Week 35: 27 August – 2 September 2017



### Seven is number one in 2017

Seven is number 1 in primetime in the current television year.

Seven + 7TWO + 7mate + 7flix combine to deliver Seven market leadership in total viewers across primetime on the combined audiences of all multiple channels in the current television year.

Seven News is number one at 6:00pm across the current television year.

Sunrise leads in breakfast television and The Morning Show leads in morning television across the current television year.

### Seven wins in news

- Seven News leads Nine News
- Seven News – Today Tonight leads Nine News – 6:30.

### Seven wins in primetime on combined audiences

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix is number one in total viewers on the combined audiences of all multiple channels.

### Seven wins in breakfast television

- Sunrise leads Today.

### Seven wins in morning television

- The Morning Show leads Today Extra.

### Seven wins at 5:30pm

- The Chase leads Hot Seat.

### Seven delivers in the most-watched programmes across Australia

- |                              |               |
|------------------------------|---------------|
| - Little Big Shots           | 2.619 million |
| - Seven News – Sunday        | 2.062 million |
| - Seven News                 | 1.576 million |
| - Sunday Night               | 1.461 million |
| - Seven News – Today Tonight | 1.438 million |

- Seven News – Saturday 1.216 million
- Home and Away 1.158 million
- Better Homes and Gardens 1.072 million

**Seven wins in breakfast television across Australia**

- Sunrise = 496,000 vs Today = 403,000

**Seven wins in morning television across Australia**

- The Morning Show = 231,000 vs Today Extra = 163,000

**Seven builds on total viewing over the past seven days**

- Sunday Night adds 47,000 viewers and = 1.520 million.
- Hell's Kitchen – Sunday adds 86,000 viewers and = 0.900 million.
- Home and Away – Monday adds 84,000 viewers and = 1.293 million.
- Hell's Kitchen – Monday adds 70,000 viewers and = 0.911 million.

**Live and As-Live Data**

**Week 35 Primetime Shares**

ABC1: 12.2%  
 Seven: 19.6%  
 Nine: 20.4%  
 Ten: 11.1%  
 SBS1: 5.7%

ABC2: 3.2%  
 ABC Me: 0.6%  
 ABC News 24: 1.3%  
 7TWO: 3.9%  
 7mate: 3.3%  
 7flix: 2.6%  
 GO!: 3.7%  
 Gem: 2.3%  
 Life: 2.1%  
 One: 3.2%  
 Eleven: 2.6%  
 Viceland: 1.0%  
 Food: 0.9%  
 NITV: 0.2%

**Week 35 Combined Multiple Channels Primetime Shares**

ABC: 17.3%  
 Seven: 29.5%  
 Nine: 28.5%  
 Ten: 16.9%  
 SBS: 7.9%

Oztag Data. Share data for ABC, 7, 9, 10 and SBS represent network (aggregate) figures.

**Primetime audience demographics for Week 35: 6:00pm-midnight**

	<b>Total People</b>	<b>P 25-54</b>	<b>P 16-39</b>	<b>P 18-49</b>
<b>Seven Network</b>	<b>29.50%</b>	<b>28.00%</b>	<b>28.00%</b>	<b>27.60%</b>
Nine Network	28.50%	32.00%	31.40%	32.50%
Ten Network	16.90%	21.70%	23.90%	22.60%
ABC Network	17.30%	11.90%	11.20%	11.30%
SBS Network	7.90%	6.40%	5.50%	5.90%
<b>Channel 7</b>	<b>19.60%</b>	<b>18.00%</b>	<b>17.70%</b>	<b>17.60%</b>
Channel 9	20.40%	22.50%	21.70%	22.90%
Channel 10	11.10%	14.30%	16.30%	15.20%
ABC	12.20%	6.90%	5.90%	6.20%
SBS	5.70%	3.50%	2.70%	3.10%
<b>7TWO</b>	<b>3.90%</b>	<b>2.00%</b>	<b>1.40%</b>	<b>1.70%</b>
<b>7mate</b>	<b>3.30%</b>	<b>4.50%</b>	<b>5.00%</b>	<b>4.60%</b>
<b>7flix</b>	<b>2.60%</b>	<b>3.50%</b>	<b>4.00%</b>	<b>3.70%</b>
GO!	3.70%	4.80%	5.90%	5.20%
Gem	2.30%	2.00%	1.70%	1.90%
9Life	2.10%	2.70%	2.10%	2.50%
ONE	3.20%	3.50%	2.90%	3.20%
ELEVEN	2.60%	3.90%	4.70%	4.20%
ABC2	3.20%	3.30%	4.10%	3.60%
ABC ME	0.60%	0.40%	0.40%	0.40%
ABC NEWS	1.30%	1.30%	0.80%	1.10%
SBS VICELAND	1.00%	1.50%	1.60%	1.50%
SBS Food Network	0.90%	1.20%	1.10%	1.20%
NITV	0.20%	0.10%	0.10%	0.10%

## Primetime Programming Analysis

### Sunday

- Seven wins in news.
- Little Big Shots is Australia's number one: 2.619 million viewers.
- AFL on Seven: Sunday Afternoon Football dominates across Seven and 7mate.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: up 21% on Nine and up 171% on Ten.
- 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 wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number one for total viewers on the combined audiences of all channels.
  - Seven + 7TWO + 7mate + 7flix is up 19% on Nine + Go + Gem + Life and up 165% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven builds on total viewing over the past seven days:
  - Sunday Night adds 47,000 viewers and delivers a total audience of 1.520 million.
  - Hell's Kitchen adds 86,000 viewers and delivers a total audience of 0.900 million.
- Seven scores in the most-watched programmes:
 

<b>All People</b>		<b>25-54s</b>	
Little Big Shots	#1	Little Big Shots	#2
Seven News	#2	Seven News	#4
Sunday Night	#5	Sunday Night	#7
Diana: A Love Affair	#9	Diana: A Love Affair	#8
		AFL on Seven	#9
<b>16-39s</b>		<b>18-49s</b>	
Little Big Shots	#2	Little Big Shots	#2
Seven News	#4	Seven News	#3
Sunday Night	#7	Sunday Night	#7
AFL on Seven	#8	AFL on Seven	#8
Diana: A Love Affair	#10	Diana: A Love Affair	#9
- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- **Seven News** (1.403 million). Seven News wins network – up 248,000 viewers on Nine News, a 22% audience advantage.

- **Little Big Shots** (1.672 million) peaks at 1.895 million, is up 45% on The Block and is Sunday's number one most-watched programme – 34 share in total viewers, 27 share in 18-49s and 28 share in 25-54s.
- **Sunday Night** (0.969 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Diana: A Love Affair** (0.625 million) delivers in all key audiences 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 breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in primetime on digital channels.
  - 7TWO and 7mate are the most-watched digital channels for total viewers.
  - 7mate is the most-watched digital channel for 25-54s.
- Seven builds on total viewing over the past seven days:
  - Home and Away adds 84,000 viewers and delivers a total audience of 1.293 million.
  - Hell's Kitchen adds 70,000 viewers and delivers a total audience of 0.911 million.

### Tuesday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.

### Wednesday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.

## Thursday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.

## Friday

- Seven wins in news.
- AFL on Seven: EJ Whitten Legends Match dominates across Seven and 7mate.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 27% on Nine and up 157% on Ten in total viewers.
  - Seven is up 66% on Nine and up 123% on Ten in 16-39s. Seven is up 27% on Nine and up 102% on Ten in 18-49s. Seven is up 30% on Nine and up 101% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 31% on Nine (Nine + Go + Gem + Life) and is up 115% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 40% on Nine and up 83% on Ten in 16-39s. Seven is up 24% on Nine and up 75% on Ten in 18-49s. Seven is up 27% on Nine and up 77% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#3
Seven News – Today Tonight	#2	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#5
The Chase	#8	EJ Whitten Legends Match	#6
<b>16-39s</b>		<b>18-49s</b>	
EJ Whitten Legends Match	#1	EJ Whitten Legends Match	#3
Seven News	#3	Seven News	#4
Seven News – Today Tonight	#4	Better Homes and Gardens	#6
Better Homes and Gardens	#7	Seven News – Today Tonight	#7

- **Seven News** (0.877 million). Seven News wins network – up 45,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (0.840 million). Seven News – Today Tonight wins network – up 14,000 viewers on Nine News 6:30, a 2% audience advantage.
- **Better Homes and Gardens** (0.623 million – not broadcast in Adelaide on Seven) delivers in all key audiences and ranks in Friday’s top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **AFL on Seven: EJ Whitten Legends Match** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

### Saturday

- AFLW on Seven dominates across Seven and 7mate.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 11% on Nine and up 164% on Ten in total viewers.
  - Seven is up 21% on Nine and up 372% on Ten in 16-39s. Seven is up 7% on Nine and up 224% on Ten in 18-49s. Seven is up 2% on Nine and up 184% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number one for total viewers and 16-39s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 7% on Nine (Nine + Go + Gem + Life) and up 105% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 6% on Nine and up 152% on Ten in 16-39s. Seven is up 99% on Ten in 18-49s. Seven is up 88% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News	#2
		AFLW on Seven	#7
<b>16-39s</b>		<b>18-49s</b>	
AFLW on Seven	#2	Seven News	#2
Seven News	#3	AFLW on Seven	#4

- **AFLW on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.