

11 September 2017

Seven Network Ratings Report

Week 36: 3 September – 9 September 2017

Seven wins in primetime on primary channels

- Seven is number 1 for total viewers.

Seven wins in primetime on digital channels

- 7mate is number 1 for total viewers and 25-54s.

Seven wins in primetime on combined audiences

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combine to win primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.

Seven delivers across primetime

- Little Big Shots is Australia's most-watched programme: 2.074 million.
- AFL on Seven: The Finals Series dominates across Seven and 7mate.

Seven wins in news

- Seven News leads Nine 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 delivers in the most-watched programmes across Australia

- | | |
|------------------------------|---------------|
| - Little Big Shots | 2.074 million |
| - Seven News | 1.533 million |
| - Seven News – Sunday | 1.523 million |
| - Seven News – Today Tonight | 1.383 million |
| - AFL on Seven | 1.309 million |
| - Seven News – Saturday | 1.253 million |



- Sunday Night 1.231 million
- Home and Away 1.103 million
- AFL on Seven 1.035 million
- AFL on Seven 1.020 million
- Better Homes and Gardens 1.014 million

Seven wins in breakfast television across Australia

- Sunrise = 506,000 vs Today = 416,000

Seven wins in morning television across Australia

- The Morning Show = 224,000 vs Today Extra = 159,000

Seven builds on total viewing over the past seven days

- Little Big Shots adds 199,000 viewers and = 2.818 million.

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.

Live and As-Live Data**Week 36 Primetime Shares**

ABC1:	11.8%
Seven:	21.8%
Nine:	20.9%
Ten:	10.6%
SBS1:	5.1%

ABC2:	3.0%
ABC Me:	0.5%
ABC News 24:	1.3%
7TWO:	3.5%
7mate:	3.9%
7flix:	2.5%
GO!:	3.9%
Gem:	2.3%
Life:	2.0%
One:	2.9%
Eleven:	2.4%
Viceland:	1.0%
Food:	0.7%
NITV:	0.1%

Week 36 Combined Multiple Channels Primetime Shares

ABC:	16.5%
Seven:	31.6%
Nine:	29.1%
Ten:	15.9%
SBS:	6.9%

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

Primetime audience demographics for Week 36: 6:00pm-midnight

	Total People	P 25-54	P 16-39	P 18-49
Seven Network	31.60%	31.50%	31.40%	31.50%
Nine Network	29.10%	31.40%	30.70%	31.40%
Ten Network	15.90%	20.10%	22.60%	21.20%
ABC Network	16.50%	11.30%	10.20%	10.60%
SBS Network	6.90%	5.70%	5.00%	5.30%
Channel 7	21.80%	21.30%	20.90%	21.20%
Channel 9	20.90%	22.70%	21.30%	22.40%
Channel 10	10.60%	13.70%	16.10%	14.70%
ABC	11.80%	6.70%	5.40%	5.90%
SBS	5.10%	3.40%	2.80%	3.10%
7TWO	3.50%	1.60%	1.20%	1.30%
7mate	3.90%	5.10%	5.20%	5.10%
7flix	2.50%	3.60%	4.20%	3.80%
GO!	3.90%	4.80%	5.70%	5.20%
Gem	2.30%	1.60%	1.70%	1.60%
9Life	2.00%	2.40%	2.00%	2.30%
ONE	2.90%	2.90%	2.30%	2.60%
ELEVEN	2.40%	3.50%	4.20%	3.90%
ABC2	3.00%	3.20%	3.80%	3.40%
ABC ME	0.50%	0.30%	0.30%	0.30%
ABC NEWS	1.30%	1.10%	0.80%	1.00%
SBS VICELAND	1.00%	1.20%	1.20%	1.20%
SBS Food Network	0.70%	1.00%	0.90%	0.90%
NITV	0.10%	0.10%	0.10%	0.10%

Primetime Programming Analysis

Sunday

- 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 leads Nine + Go + Gem + Life and is up 134% on Ten + One + Eleven in total viewers.
- 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 builds on total viewing over the past seven days:
 - Little Big Shots adds 199,000 viewers and delivers a total audience of 2.818 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Little Big Shots	#1	Little Big Shots	#3
Seven News	#4	Seven News	#6
Sunday Night	#6	Sunday Night	#7
16-39s		18-49s	
Little Big Shots	#3	Little Big Shots	#3
Seven News	#6	Seven News	#6
Sunday Night	#7	Sunday Night	#7

- **Little Big Shots** (1.305 million) peaks at 1.522 million, is up 9% on The Block and is Sunday's number one most-watched programme – 30 share in total viewers and 25 share in 25-54s.
- **Sunday Night** (0.747 million) 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 is the most-watched digital channel for total viewers.
 - 7flix is the most-watched digital channel for 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in morning television.
- Seven wins at 5:30pm. The Chase leads Hot Seat.

Wednesday

- 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.
 - 7mate is the most-watched digital channel for 25-54s.

Thursday

- Seven wins in news.
- AFL on Seven: The Finals Series 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 48% on Nine and up 71% on Ten in total viewers.
 - Seven is up 79% on Nine and up 6% on Ten in 16-39s. Seven is up 68% on Nine and up 23% on Ten in 18-49s. Seven is up 49% on Nine and up 31% on Ten in 25-54s.
- 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 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 52% on Nine (Nine + Go + Gem + Life) and up 73% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 55% on Nine and up 8% on Ten in 16-39s. Seven is up 44% on Nine and up 22% on Ten in 18-49s. Seven is up 31% on Nine and up 29% 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:

All People		25-54s	
Seven News	#2	AFL on Seven	#2
Seven News – Today Tonight	#4	Seven News – Today Tonight	#7
AFL on Seven	#5	AFL on Seven: Pre-Match	#8
The Chase	#10	Seven News	#9
16-39s		18-49s	
AFL on Seven	#2	AFL on Seven	#2
AFL on Seven: Pre-Match	#7	AFL on Seven: Pre-Match	#6
Seven News – Today Tonight	#9	Seven News – Today Tonight	#8

- **Seven News** (0.878 million). Seven News wins network.
- **AFL on Seven: The Finals Series: Thursday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

Friday

- AFL on Seven: The Finals Series 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 53% on Nine and up 260% on Ten in total viewers.
 - Seven is up 77% on Nine and up 174% on Ten in 16-39s. Seven is up 64% on Nine and up 197% on Ten in 18-49s. Seven is up 54% on Nine and up 195% on Ten in 25-54s.
- 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, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 63% on Nine (Nine + Go + Gem + Life) and is up 204% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 85% on Nine and up 178% on Ten in 16-39s. Seven is up 75% on Nine and up 179% on Ten in 18-49s. Seven is up 67% on Nine and up 175% on Ten in 25-54s.
- 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:

All People		25-54s	
Seven News	#2	AFL on Seven	#1
Seven News – Today Tonight	#4	AFL on Seven: Post-Match	#5
AFL on Seven	#5	Seven News – Today Tonight	#6
Better Homes and Gardens	#7	AFL on Seven: Pre-Match	#7
AFL on Seven: Post-Match	#10	Seven News	#8
16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#1
AFL on Seven: Pre-Match	#3	AFL on Seven: Post-Match	#3
AFL on Seven: Post-Match	#4	AFL on Seven: Pre-Match	#6
Seven News – Today Tonight	#5	Seven News – Today Tonight	#7
Better Homes and Gardens	#8	Seven News	#9

- Better Homes and Gardens** (0.611 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: The Finals Series: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

Saturday

- AFL on Seven: The Finals Series 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 49% on Nine and up 578% on Ten in total viewers.
 - Seven is up 64% on Nine and up 545% on Ten in 16-39s. Seven is up 59% on Nine and up 544% on Ten in 18-49s. Seven is up 51% on Nine and up 522% 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 27% on Nine (Nine + Go + Gem + Life) and up 296% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 33% on Nine and up 243% on Ten in 16-39s. Seven is up 30% on Nine and up 262% on Ten in 18-49s. Seven is up 29% on Nine and up 262% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
AFL on Seven: Post-Match	#1	AFL on Seven: Post-Match	#1
Seven News	#3	AFL on Seven	#3
AFL on Seven	#4	Seven News	#4
AFL on Seven: Pre-Match	#7	AFL on Seven: Pre-Match	#5
AFL on Seven: Afternoon	#8	AFL on Seven: Afternoon	#6
16-39s		18-49s	
AFL on Seven: Post-Match	#1	AFL on Seven: Post-Match	#1
AFL on Seven	#2	AFL on Seven	#2
Seven News	#4	Seven News	#4
AFL on Seven: Afternoon	#5	AFL on Seven: Pre-Match	#5
AFL on Seven: Pre-Match	#6	AFL on Seven: Afternoon	#6

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