

25 September 2017

Seven Network Ratings Report

Week 38: 17 September – 23 September 2017

Seven wins in primetime on combined audiences

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combine to win primetime in total viewers on the combined audiences of all multiple channels.

Seven wins in primetime on digital channels

- 7mate is number 1 for total viewers, 16-39s, 18-49s and 25-54s.

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 across primetime

- Little Big Shots: 1.841 million.
- Sunday Night: 1.641 million.
- AFL on Seven: The Finals Series dominates across Seven and 7mate.

Seven wins in breakfast television across Australia

- Sunrise = 506,000 vs Today = 404,000

Seven wins in morning television across Australia

- The Morning Show = 208,000 vs Today Extra = 167,000



Seven delivers in the most-watched programmes across Australia

-	Little Big Shots	1.841 million
-	Sunday Night	1.641 million
-	Seven News	1.525 million
-	Seven News – Sunday	1.519 million
-	Seven News – Today Tonight	1.393 million
-	Seven News – Saturday	1.313 million
-	AFL on Seven	1.203 million
-	Home and Away	1.117 million
-	800 Words	1.078 million
-	Highway Patrol	1.076 million
-	Border Security	1.035 million
-	AFL on Seven	1.018 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 38 Primetime Shares**

ABC1:	11.0%
Seven:	20.7%
Nine:	22.0%
Ten:	12.2%
SBS1:	5.0%

ABC2:	3.4%
ABC Me:	0.5%
ABC News 24:	1.4%
7TWO:	3.7%
7mate:	3.8%
7flix:	2.2%
GO!:	3.1%
Gem:	2.4%
Life:	1.7%
One:	2.8%
Eleven:	2.2%
Viceland:	1.0%
Food:	0.8%
NITV:	0.2%

Week 38 Combined Multiple Channels Primetime Shares

ABC:	16.2%
Seven:	30.3%
Nine:	29.2%
Ten:	17.1%
SBS:	7.0%

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

Primetime audience demographics for Week 38: 6:00pm-midnight

	Total People	25-54	16-39	18-49
Seven Network	30.30%	28.50%	27.20%	28.00%
Nine Network	29.20%	31.90%	31.80%	32.10%
Ten Network	17.10%	23.10%	26.20%	24.30%
ABC Network	16.20%	10.70%	9.70%	10.20%
SBS Network	7.00%	5.80%	5.10%	5.40%
Channel 7	20.70%	18.80%	17.70%	18.40%
Channel 9	22.00%	24.20%	24.10%	24.40%
Channel 10	12.20%	17.00%	20.00%	18.30%
ABC	11.00%	6.00%	4.40%	5.20%
SBS	5.00%	3.20%	2.50%	2.70%
7TWO	3.70%	1.80%	1.40%	1.70%
7mate	3.80%	5.00%	5.20%	5.10%
7flix	2.20%	2.80%	3.00%	2.80%
GO!	3.10%	3.80%	4.30%	4.00%
Gem	2.40%	1.90%	1.80%	1.80%
9Life	1.70%	2.10%	1.60%	1.90%
ONE	2.80%	3.00%	2.30%	2.70%
ELEVEN	2.20%	3.10%	3.80%	3.30%
ABC2	3.40%	3.40%	4.00%	3.60%
ABC ME	0.50%	0.30%	0.30%	0.30%
ABC NEWS	1.40%	1.10%	1.00%	1.10%
SBS VICELAND	1.00%	1.30%	1.40%	1.40%
SBS Food Network	0.80%	1.10%	1.10%	1.10%
NITV	0.20%	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 + 7TWO + 7mate + 7flix is up 2% on Nine + Go + Gem + Life and up 150% 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 scores in the most-watched programmes:

All People		25-54s	
Little Big Shots	#3	Little Big Shots	#5
Sunday Night	#4	Sunday Night	#6
Seven News	#5	Seven News	#7
Heists	#9	Heists	#8
16-39s		18-49s	
Little Big Shots	#5	Little Big Shots	#5
Seven News	#6	Sunday Night	#6
Sunday Night	#7	Seven News	#7
		Heists	#9

- **Seven News** (1.024 million).
- **Little Big Shots** (1.155 million) peaks at 1.318 million and rank in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s - 25 share in total viewers.
- **Sunday Night** (1.072 million) peaks at 1.236 million, is up 47% on 60 Minutes and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Heists That Shook the World** ((0.569 million) ranks in Sunday's top ten programmes for total viewers, 18-49s and 25-54s.

Monday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- 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 18-49s and 25-54s.

Tuesday

- Seven wins in news.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	First Dates	#6
Seven News – Today Tonight	#3	Seven News	#7
Home and Away	#9	Seven News – Today Tonight	#8
800 Words	#10		
16-39s		18-49s	
First Dates	#5	First Dates	#4
Seven News – Today Tonight	#8	Seven News – Today Tonight	#9
Home and Away	#9		

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

Thursday

- Seven wins in news.
- 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 7% on Nine + Go + Gem + Life and up 27% on Ten + One + Eleven in total viewers.
- 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.

Friday

- 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 55% on Nine and up 262% on Ten in total viewers.
 - Seven is up 74% on Nine and up 200% on Ten in 16-39s. Seven is up 61% on Nine and up 200% on Ten in 18-49s. Seven is up 52% on Nine and up 189% 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 59% on Nine (Nine + Go + Gem + Life) and is up 203% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 87% on Nine and up 166% on Ten in 16-39s. Seven is up 64% on Nine and up 165% on Ten in 18-49s. Seven is up 54% on Nine and up 159% 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	#1	AFL on Seven	#1
Seven News – Today Tonight	#2	AFL on Seven: Pre-Match	#4
AFL on Seven	#4	Seven News	#6
AFL on Seven: Pre-Match	#7	Seven News – Today Tonight	#7
Better Homes and Gardens	#8	AFL on Seven: Post-Match	#8
AFL on Seven: Post-Match	#10	Better Homes and Gardens	#10
16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#1
AFL on Seven: Pre-Match	#3	AFL on Seven: Pre-Match	#3
AFL on Seven: Post-Match	#4	AFL on Seven: Post-Match	#4
Seven News – Today Tonight	#5	Seven News – Today Tonight	#9
Better Homes and Gardens	#6	Seven News	#10
Seven News	#9		

- **Seven News** (0.889 million). Seven News wins network - up 79,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (0.857 million). Seven News – Today Tonight wins network – up 30,000 viewers on Nine News 6:30, a 4% audience advantage.

- **Better Homes and Gardens** (0.573 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 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

- Seven wins in news.
- AFL on Seven: The Finals Series dominates across Seven and 7mate.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 7% on Nine and up 292% on Ten in total viewers.
 - Seven is up 19% on Nine and up 221% on Ten in 16-39s. Seven is up 19% on Nine and up 203% on Ten in 18-49s. Seven is up 13% on Nine and up 191% 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 and 16-39s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 8% on Nine (Nine + Go + Gem + Life) and up 186% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 21% on Nine and up 158% on Ten in 16-39s. Seven is up 16% on Nine and up 143% on Ten in 18-49s. Seven is up 11% on Nine and up 134% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
AFL on Seven	#1	AFL on Seven	#1
Seven News	#2	Seven News	#2
		Evan Almighty	#7
16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#1
Seven News	#3	Seven News	#2
Evan Almighty	#6	Evan Almighty	#6
- **Seven News** (0.892 million). Seven News wins network – up 250,00 viewers on Nine News, a 39% audience advantage.
- **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.