

6 June 2016

Seven Network Ratings Report

Week 23: 29 May – 4 June 2016

Seven wins in news.

- Seven News leads Nine News.

Seven wins in breakfast television.

- Sunrise leads Today in total viewers.

Seven wins in morning television.

- The Morning Show leads Mornings in total viewers.

Seven wins at 5:30pm.

- The Chase leads Hot Seat.

Seven wins in breakfast television and morning television across Australia.

- Sunrise = 550,000 vs Today = 473,000
- The Morning Show = 267,000 vs Today Extra = 179,000

Seven delivers in the most-watched programmes across Australia.

- | | |
|------------------------------|---------------|
| - Seven News – Sunday | 1.995 million |
| - House Rules – Sunday | 1.899 million |
| - Seven News | 1.727 million |
| - House Rules – Wednesday | 1.508 million |
| - House Rules – Monday | 1.508 million |
| - Seven News – Saturday | 1.497 million |
| - Seven News – Today Tonight | 1.493 million |
| - House Rules – Tuesday | 1.454 million |
| - Home and Away | 1.283 million |
| - The Chase | 1.203 million |
| - Better Homes and Gardens | 1.132 million |

Metropolitan and Regional Combined Audiences



Seven delivers across the week.

- House Rules peaks at 1.478 million, delivers in all key audience demographics and is Sunday's most-watched programme for 16-39s and one of the top two most-watched programmes for 18-49s and 25-54s.
- Sunday Night ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.082 million, delivers in all key audiences and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules delivers in all key audiences and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens delivers in all key audiences across its four primetime broadcast markets on Seven and ranks in the top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- AFL on Seven: Friday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

Primetime audience demographics for primary channels

6:00pm-midnight Week 23, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	17.8%	22.0%	14.7%	11.7%	4.6%
16-39s	17.8%	23.4%	18.8%	5.1%	2.3%
18-49s	17.2%	23.5%	18.4%	5.7%	3.1%
25-54s	17.6%	23.3%	17.7%	6.3%	3.4%

Primetime audience demographics for digital channels

6:00pm-midnight Week 23, 2016				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.0%	1.4%	1.7%	2.0%
7mate	3.5%	5.0%	4.9%	4.6%
7flix	1.5%	2.0%	1.9%	1.9%
GO!	3.9%	5.6%	4.9%	4.5%
Gem	2.6%	2.2%	2.2%	2.2%
Life	2.1%	2.6%	2.9%	3.0%
One	2.7%	2.1%	2.6%	3.1%
Eleven	2.2%	4.3%	3.6%	3.2%
ABC2	2.9%	3.3%	3.0%	2.9%
ABC3	0.7%	0.6%	0.5%	0.5%
ABC News 24	1.2%	0.7%	1.1%	1.2%
SBS2	0.9%	1.2%	1.2%	1.2%
NITV	0.2%	0.2%	0.2%	0.1%
Food	0.8%	1.3%	1.2%	1.2%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 23, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	26.8%	30.6%	19.6%	16.5%	6.5%
16-39s	26.1%	33.8%	25.2%	9.7%	5.1%
18-49s	25.7%	33.6%	24.7%	10.4%	5.7%
25-54s	26.2%	33.1%	24.0%	10.9%	5.8%

FTA Channels and Total TV

Copyright Oztam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live).

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers and 16-39s.
 - Seven ties with Nine and is up 61% on Ten in total viewers.
 - Seven is up 13% on Nine and up 10% on Ten in 16-39s. Seven is up 15% on Nine in 18-49s. Seven is up 27% on Nine in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	House Rules	#2
House Rules	#3	Seven News	#3
Sunday Night	#9	Sunday Night	#7
16-39s		18-49s	
House Rules	#1	House Rules	#2
Seven News	#5	Seven News	#5
Sunday Night	#7	Sunday Night	#7

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (1.424 million). Seven News wins network – up 187,000 viewers on Nine News, a 15% audience advantage.
- **House Rules** (1.240 million):
 - peaks at 1.478 million
 - delivers in all key audience demographics and is Sunday's most-watched programme for 16-39s and one of the top two most-watched programmes for 18-49s and 25-54s: 30 share in total viewers, 34 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- **Sunday Night** (0.605 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 29 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.

Monday

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

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	House Rules	#6
Seven News – Today Tonight	#5	Seven News	#7
House Rules	#8	Seven News – Today Tonight	#9
Home and Away	#10	Home and Away	#10
16-39s		18-49s	
House Rules	#4	House Rules	#6
Seven News	#8	Seven News	#8
Home and Away	#9	Home and Away	#9
Seven News – Today Tonight	#10	Seven News – Today Tonight	#10

- Seven News** (1.160 million).
- Seven News – Today Tonight** (1.062 million).
- Home and Away** (0.787 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.
- House Rules** (0.915 million) peaks at 1.082 million, delivers in all key audiences and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Tuesday

- 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 3% on Nine + Go + Gem + Life and up 7% on Ten + One + Eleven in total viewers.
- 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.
- 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	House Rules	#3
Seven News – Today Tonight	#5	Seven News	#5
House Rules	#8	Seven News – Today Tonight	#7
Home and Away	#10		
16-39s		18-49s	
House Rules	#3	House Rules	#3
Seven News	#4	Seven News	#5
Seven News – Today Tonight	#7	Seven News – Today Tonight	#9
Kiss Bang Love	#8		
Home and Away	#10		

- **Seven News** (1.146 million). Seven News wins network – up 70,000 viewers on Nine News, a 7% audience advantage.
- **Seven News – Today Tonight** (1.059 million).
- **Home and Away** (0.737 million) delivers in all key audiences and is one of Tuesday's top ten most-watched programmes.
- **House Rules** (0.865 million) delivers in all key audiences and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 25 share in total viewers, 25 share in 16-39s, 25 share in 18-49s and 26 share in 25-54s.

Wednesday

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

Thursday

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

Friday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 37% on Nine and up 73% on Ten in total viewers.
 - Seven is up 60% on Nine and up 63% on Ten in 16-39s. Seven is up 58% on Nine and up 63% on Ten in 18-49s. Seven is up 45% on Nine and up 53% on Ten in 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 25% on Nine (Nine + Go + Gem + Life) and up 83% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 19% on Nine and up 70% on Ten in 16-39s. Seven is up 24% on Nine and up 68% on Ten in 18-49s. Seven is up 24% on Nine and up 59% 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	Seven News	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#5
Better Homes and Gardens	#6	Better Homes and Gardens	#6
The Chase	#7		
16-39s		18-49s	
Seven News	#1	Seven News	#2
Seven News – Today Tonight	#3	Seven News – Today Tonight	#5
Better Homes and Gardens	#7	Better Homes and Gardens	#7
The Chase	#8	The Chase	#9
AFL on Seven	#10		

- **Seven News** (0.989 million). Seven News wins network – up 23,000 viewers on Nine News, a 2% audience advantage.
- **Better Homes and Gardens** (0.705 million) delivers in all key audiences across its four primetime broadcast markets on Seven and ranks in the top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 31 share in 16-39s, 30 share in 18-49s and 32 share in 25-54s.
- **AFL on Seven: 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.
- 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 24% on Nine and up 35% on Ten in total viewers.
 - Seven is up 68% on Nine and up 19% on Ten in 16-39s. Seven is up 38% on Nine and up 18% on Ten in 18-49s. Seven is up 24% on Nine and up 26% on Ten in 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 16% on Nine (Nine + Go + Gem + Life) and up 73% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 53% on Nine and up 43% on Ten in 16-39s. Seven is up 26% on Nine and up 42% on Ten in 18-49s. Seven is up 17% on Nine and up 51% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
		AFL on Seven	#7
16-39s		18-49s	
Seven News	#1	Seven News	#1
AFL on Seven	#4	AFL on Seven	#7
AFL on Seven: Pre-Match	#6	Men In Black	#8
		AFL on Seven: Pre-Match	#10

- **AFL on Seven: Saturday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (1.013 million). Seven News wins network – up 105,000 viewers on Nine News, a 12% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

Live and As-Live Data**Week 23 Primetime Shares**

ABC1:	11.7%
Seven:	17.8%
Nine:	22.0%
Ten:	14.7%
SBS1:	4.6%

ABC2:	2.9%
ABC3:	0.7%
ABC News 24:	1.2%
7TWO:	4.0%
7mate:	3.5%
7flix:	1.5%
GO!:	3.9%
Gem:	2.6%
Life:	2.1%
One:	2.7%
Eleven:	2.2%
SBS2:	0.9%
Food:	0.8%
NITV:	0.2%

Week 23 Combined Multiple Channels Primetime Shares

ABC1:	16.5%
Seven:	26.8%
Nine:	30.6%
Ten:	19.6%
SBS:	6.5%

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