

11 July 2016

Seven Network Ratings Report

Week 28: 3 July - 9 July 2016

Seven wins in primetime on primary channels.

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

Seven wins in primetime on digital channels.

- 7mate is number 1 for 18-49s and 25-54s.

Seven wins in primetime on combined audiences.

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

Seven wins in news.

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

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.

Wimbledon on Seven dominates across 7TWO and 7Tennis.

- Streams up 39% and total stream minutes up 44% on The Championships in 2015.

Seven is number 1 in 2016

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s in primetime on primary channels across the current television season.
- 7TWO is number 1 for total viewers in primetime on digital channels across the current television season.

Seven + 7TWO + 7mate + 7flix is number 1 in 2016

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix is number 1 in primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels across the current television season.



Seven wins in breakfast television and morning television across Australia.

- Sunrise = 533,000 vs Today = 451,000
- The Morning Show = 307,000 vs Today Extra = 222,000

Seven delivers in the most-watched programmes across Australia.

- Seven News - Sunday	2.074 million
- House Rules – Winner	2.051 million
- House Rules – Grand Final	1.877 million
- Seven News	1.762 million
- Seven News – Saturday	1.527 million
- Seven News – Today Tonight	1.519 million
- Home and Away	1.298 million
- Make You Laugh Out Loud	1.258 million
- Highway Patrol – Episode 2	1.234 million
- The Chase	1.209 million
- Better Homes and Gardens	1.189 million
- Highway Patrol – Episode 1	1.184 million
- Sunday Night	1.101 million

Metropolitan and Regional Combined Audiences

Seven scores across the week

- House Rules – Final outpaces The Voice and Masterchef and is one of Sunday's top three most-watched programmes for 16-39s and 18-49s.
- House Rules – Winner peaks at 1.372 million, delivers more viewers than The Voice and Masterchef, and is Sunday's number one most-watched programme for 25-54s and one of the top two most-watched programmes for 16-39s and 18-49s.
- Sunday Night ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Make You Laugh Out Loud ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Winners and Losers delivers in all key audience demographics and ranks in Tuesday's top ten most-watched programmes for 16-39s and 18-49s.
- AFL on Seven: Thursday Night Football, Friday Night Football and Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- Better Homes and Gardens 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.
- Wimbledon on Seven dominates in total viewers across its primetime and latenight broadcast markets on Seven and 7TWO.

Primetime audience demographics for primary channels

6:00pm-midnight Week 28, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.7%	17.3%	15.1%	12.7%	5.4%
16-39s	19.4%	15.2%	21.1%	6.2%	3.7%
18-49s	19.0%	16.6%	19.9%	6.9%	4.1%
25-54s	19.1%	17.4%	18.7%	7.6%	4.3%

Primetime audience demographics for digital channels

6:00pm-midnight Week 28, 2016				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.9%	2.1%	2.3%	2.3%
7mate	3.7%	4.9%	4.9%	4.7%
7flix	2.3%	2.8%	2.8%	2.8%
GO!	4.0%	5.1%	4.8%	4.7%
Gem	2.3%	2.3%	2.0%	2.0%
Life	1.8%	2.4%	2.5%	2.6%
One	2.4%	2.1%	2.4%	2.7%
Eleven	2.2%	4.2%	3.6%	3.1%
ABC2	3.1%	3.6%	3.2%	3.1%
ABC3	0.6%	0.5%	0.4%	0.3%
ABC News 24	1.6%	1.5%	1.6%	1.7%
SBS2	0.9%	1.3%	1.2%	1.2%
NITV	0.1%	0.0%	0.1%	0.1%
Food	1.0%	1.7%	1.5%	1.5%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 28, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.5%	25.5%	19.8%	17.9%	7.3%
16-39s	29.3%	24.9%	27.3%	11.7%	6.7%
18-49s	29.0%	25.9%	25.9%	12.2%	6.9%
25-54s	28.9%	26.7%	24.5%	12.7%	7.1%

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 25-54s in primetime on primary channels.
- 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 in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 4% on Nine (Nine + Go + Gem + Life) and up 48% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 6% on Nine and up 8% on Ten in 18-49s. Seven is up 6% on Nine and up 16% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	House Rules – Winner	#1
House Rules – Winner	#3	Seven News	#2
House Rules – Final	#4	House Rules – Final	#4
Sunday Night	#8	Sunday Night	#7
16-39s		18-49s	
House Rules – Winner	#2	House Rules – Winner	#2
House Rules – Final	#3	House Rules – Final	#3
Seven News	#5	Seven News	#4
Sunday Night	#9	Sunday Night	#8

- **Seven News** (1.368 million). Seven News wins network – up 86,000 viewers on Nine News, a 7% audience advantage.
- **House Rules – Final** (1.149 million) outpaces The Voice and Masterchef and is one of Sunday's top three most-watched programmes for 16-39s and 18-49s – 29 share in total viewers. 33 share in 16-39s, 31 share in 18-49s and 32 share in 25-54s.
- **House Rules – Winner** (1.248 million) peaks at 1.372 million, delivers more viewers than The Voice and Masterchef, and is Sunday's number one most-watched programme for 25-54s and one of the top two most-watched programmes for 16-39s and 18-49s – 31 share in total viewers, 32 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- **Sunday Night** (0.640 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in 18-49s and 26 share in 25-54s.

Monday

- 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 9% on Nine + Go + Gem + Life and up 29% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers, 16-39s, 18-49s and 25-54s. Wimbledon on Seven dominates across 7TWO and 7Tennis.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#5
Seven News – Today Tonight	#5	Seven News – Today Tonight	#7
16-39s		18-49s	
Home and Away	#6	Seven News	#6
Seven News	#7	Seven News – Today Tonight	#9
Seven News – Today Tonight	#9		

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 13% on Nine + Go + Gem + Life and up 3% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 18-49s and 25-54s.
 - Wimbledon on Seven delivers across 7TWO and 7Tennis.
- 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	Seven News	#2
Seven News – Today Tonight	#3	Seven News – Today Tonight	#6
Home and Away	#8	Make You Laugh Out Loud	#8
Make You Laugh Out Loud	#9	Home and Away	#10
16-39s		18-49s	
Home and Away	#3	Seven News	#5
Make You Laugh Out Loud	#4	Make You Laugh Out Loud	#6
Seven News – Today Tonight	#5	Home and Away	#7
Seven News	#6	Winners and Losers	#9
Winners and Losers	#7	Seven News – Today Tonight	#10

- **Seven News** (1.174 million). Seven News wins network – up 101,000 viewers on Nine News, a 9% audience advantage.
- **Seven News – Today Tonight** (1.078 million). Seven News – Today Tonight wins network – up 61,000 viewers on Nine News 6:30, a 6% audience advantage.
- **Home and Away** (0.825 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 30 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.
- **Make You Laugh Out Loud** (0.779 million) ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Winners and Losers** (0.585 million) delivers in all key audience demographics and ranks in Tuesday's top ten most-watched programmes for 16-39s and 18-49s – 26 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.

Wednesday

- Seven wins in news.
- 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	Seven News	#4
Seven News – Today Tonight	#3	Seven News – Today Tonight	#6
Home and Away	#6	Home and Away	#8
16-39s		18-49s	
Home and Away	#3	Seven News	#4
Seven News	#5	Home and Away	#5
Seven News – Today Tonight	#9	Seven News – Today Tonight	#8

- **Seven News** (1.160 million). Seven News wins network – up 168,000 viewers on Nine News, a 17% audience advantage.
- **Seven News – Today Tonight** (1.046 million). Seven News – Today Tonight wins network – up 114,000 viewers on Nine News 6:30, a 12% audience advantage.
- **Home and Away** (0.825 million) wins its timeslot and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 32 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.

Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers and 25-54s.
 - Seven is up 30% on Nine and up 35% on Ten in total viewers.
 - Seven is up 28% on Nine and up 3% 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 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 40% on Nine (Nine + Go + Gem + Life) and up 60% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 28% on Nine and up 4% on Ten in 16-39s. Seven is up 25% on Nine and up 9% on Ten in 18-49s. Seven is up 19% on Nine and up 19% 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.
- AFL on Seven: Thursday Night Football dominates across Seven and 7mate.
- Wimbledon on Seven dominates across Seven and 7TWO.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
Seven News – Today Tonight	#5	Seven News – Today Tonight	#8
The Chase	#8	Home and Away	#9
Home and Away	#9		
16-39s		18-49s	
Home and Away	#4	Seven News	#5
Seven News	#6	Seven News – Today Tonight	#8
Seven News – Today Tonight	#8	Home and Away	#9
- **Seven News** (1.018 million). Seven News wins network.
- **AFL on Seven: Thursday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

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 43% on Nine and up 91% on Ten in total viewers.
 - Seven is up 73% on Nine and up 64% on Ten in 16-39s. Seven is up 37% on Nine and up 48% on Ten in 18-49s. Seven is up 29% on Nine and up 54% 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 32% on Nine (Nine + Go + Gem + Life) and up 111% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 36% on Nine and up 80% on Ten in 16-39s. Seven is up 26% on Nine and up 76% on Ten in 18-49s. Seven is up 18% on Nine and up 75% 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.
- AFL on Seven: Friday Night Football dominates across Seven and 7mate.
- Wimbledon on Seven dominates across Seven and 7TWO.

- Seven scores in the most-watched programmes:

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

- **Seven News** (1.057 million). Seven News wins network – up 126,000 viewers on Nine News, a 14% audience advantage.
- **Seven News – Today Tonight** (0.967 million). Seven News – Today Tonight wins network – up 173,000 viewers on Nine News 6:30, a 22% audience advantage.
- **Better Homes and Gardens** (0.743 million – not broadcast in Adelaide) 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 – 32 share in total viewers, 32 share in 16-39s, 29 share in 18-49s and 29 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 primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 46% on Nine and up 196% on Ten in total viewers.
 - Seven is up 61% on Nine and up 180% on Ten in 16-39s. Seven is up 54% on Nine and up 196% on Ten in 18-49s. Seven is up 37% 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 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 23% on Nine (Nine + Go + Gem + Life) and up 192% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 33% on Nine and up 138% on Ten in 16-39s. Seven is up 26% on Nine and up 161% on Ten in 18-49s. Seven is up 19% on Nine and up 163% on Ten in 25-54s.
- AFL on Seven: Saturday Night Football dominates across Seven and 7mate.
- Wimbledon on Seven dominates across Seven and 7TWO.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
Wimbledon on Seven	#7	Wimbledon on Seven	#5
Border Security	#9	The Mummy	#7
		AFL on Seven	#8
16-39s		18-49s	
Seven News	#1	Seven News	#2
Wimbledon on Seven	#3	Wimbledon on Seven	#3
AFL on Seven	#4	The Mummy	#5
The Mummy	#7	AFL on Seven	#6
AFL on Seven: Pre-Match	#8	AFL on Seven: Pre-Match	#9

- **Seven News** (1.017 million). Seven News wins network – up 68,000 viewers on Nine News, a 7% 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.
- **Wimbledon on Seven** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime and latenight broadcast markets on Seven.

Live and As-Live Data**Week 28 Primetime Shares**

ABC1:	12.7%
Seven:	19.7%
Nine:	17.3%
Ten:	15.1%
SBS1:	5.4%

ABC2:	3.1%
ABC3:	0.6%
ABC News 24:	1.6%
7TWO:	3.9%
7mate:	3.7%
7flix:	2.3%
GO!:	4.0%
Gem:	2.3%
Life:	1.8%
One:	2.4%
Eleven:	2.2%
SBS2:	0.9%
Food:	1.0%
NITV:	0.1%

Week 28 Combined Multiple Channels Primetime Shares

ABC1:	17.9%
Seven:	29.5%
Nine:	25.5%
Ten:	19.8%
SBS:	7.3%

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