

22 May 2017

Seven Network Ratings Report

Week 20: 14 May – 20 May 2017

Seven wins in primetime on primary channels

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

Seven wins in primetime on digital channels

- 7mate is number 1 for total viewers, 16-39s, 18-49s 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 wins in news

- Seven News leads Nine News.

Seven wins in breakfast television

- Sunrise is number one in breakfast television,

Seven wins in morning television

- The Morning Show is number one in morning television.

Seven wins at 5:30pm

- The Chase leads Hot Seat.

Seven delivers in the most-watched programmes across Australia

- | | |
|------------------------------|---------------|
| - Seven News | 1.721 million |
| - Seven News – Sunday | 1.711 million |
| - Seven News – Today Tonight | 1.513 million |
| - House Rules – Sunday | 1.489 million |
| - House Rules – Monday | 1.485 million |
| - House Rules – Wednesday | 1.399 million |
| - House Rules – Tuesday | 1.381 million |
| - Seven News – Saturday | 1.291 million |
| - Home and Away | 1.204 million |
| - The Chase | 1.142 million |
| - Better Homes and Gardens | 1.069 million |



Seven wins in breakfast television and morning television across Australia

- Sunrise = 537,000 vs Today = 451,000
- The Morning Show = 235,000 vs Today Extra = 185,000

Seven builds on total viewing over the past seven days

- House Rules – Sunday adds 77,000 viewers and = 1.406 million.
- Home and Away – Monday adds 89,000 viewers and = 1.329 million.
- House Rules – Monday adds 80,000 viewers and = 1.489 million.
- Seven Year Switch – Monday adds 109,000 viewers and = 0.859 million.
- Home and Away - Tuesday adds 101,000 viewers and = 1.329 million.
- House Rules – Tuesday adds 108,000 viewers and = 1.405 million.
- Seven Year Switch – Tuesday adds 114,000 viewers and = 0.896 million.
- Home and Away – Wednesday adds 110,000 viewers and = 1.331 million.
- House Rules – Wednesday adds 113,000 viewers and = 1.359 million.

Seven delivers across the week

- House Rules is up 16% on last Sunday, up 26% on Masterchef and Sunday's number one 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 1.059 million, delivers more viewers than Masterchef and ranks in Monday's top four most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules is one of Tuesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules is one of Wednesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- 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.
- 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.
- Saturday Night At The Movies: Pirates of the Caribbean: Stranger Tides delivers in all key audiences across its primetime broadcast markets on Seven.

Live and As-Live Data**Week 20 Primetime Shares**

ABC1:	12.2%
Seven:	19.7%
Nine:	17.2%
Ten:	14.6%
SBS1:	5.0%

ABC2:	3.0%
ABC Me:	0.6%
ABC News 24:	1.5%
7TWO:	3.5%
7mate:	3.8%
7flix:	2.4%
GO!:	3.8%
Gem:	2.5%
Life:	2.3%
One:	3.2%
Eleven:	2.5%
Viceland:	1.0%
Food:	0.9%
NITV:	0.2%

Week 20 Combined Multiple Channels Primetime Shares

ABC:	17.3%
Seven:	29.3%
Nine:	25.9%
Ten:	20.3%
SBS:	7.2%

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

Primetime audience demographics for Week 20: 6:00pm-midnight

	Total People	P 25-54	P 16-39	P 18-49
Seven Network	29.30%	29.60%	30.20%	29.70%
Nine Network	25.90%	26.50%	25.30%	26.30%
Ten Network	20.30%	24.60%	26.20%	25.30%
ABC Network	17.30%	12.10%	11.20%	11.50%
SBS Network	7.20%	7.20%	7.20%	7.20%
Channel 7	19.70%	20.10%	20.30%	20.10%
Channel 9	17.20%	17.50%	15.40%	17.00%
Channel 10	14.60%	17.70%	19.10%	18.40%
ABC	12.20%	7.20%	5.90%	6.50%
SBS	5.00%	4.30%	3.80%	4.10%
7TWO	3.50%	1.80%	1.10%	1.40%
7mate	3.80%	4.80%	5.50%	5.10%
7flix	2.40%	2.90%	3.20%	3.10%
GO!	3.80%	4.50%	5.40%	4.90%
Gem	2.50%	1.60%	1.70%	1.60%
9Life	2.30%	2.90%	2.70%	2.80%
ONE	3.20%	3.40%	2.60%	3.10%
ELEVEN	2.50%	3.40%	4.50%	3.80%
ABC2	3.00%	3.10%	3.80%	3.30%
ABC ME	0.60%	0.40%	0.50%	0.50%
ABC News 24	1.50%	1.40%	1.10%	1.30%
SBS VICELAND	1.00%	1.50%	1.70%	1.50%
SBS Food Network	0.90%	1.40%	1.50%	1.40%
NITV	0.20%	0.10%	0.20%	0.20%

Primetime Programming Analysis

Sunday

- Seven wins in news.
- AFL on Seven: Sunday Afternoon Football dominates across Seven and 7mate.
- House Rules is Sunday's most-watched programme for 16-39s and one of the top two most-watched programmes for 18-49s and 25-54s.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 4% on Nine and up 57% on Ten in total viewers.
 - Seven is up 16% on Nine and up 18% on Ten in 16-39s. Seven is up 3% on Nine and up 19% on Ten in 18-49s. Seven is up 4% on Nine and up 32% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s.
- 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 3% on Nine (Nine + Go + Gem + Life) and up 60% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 19% on Nine and up 39% on Ten in 16-39s. Seven is up 4% on Nine and up 35% on Ten in 18-49s. Seven is up 3% on Nine and up 42% on Ten in 25-54s.
- Seven builds on recorded viewing over the past seven days:
 - House Rules adds 77,000 viewers for a total audience of 1.406 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	House Rules	#2
House Rules	#4	Seven News	#3
Sunday Night	#8	Sunday Night	#7
		The Suspects	#9
16-39s		18-49s	
House Rules	#1	House Rules	#2
Seven News	#5	Seven News	#4
Sunday Night	#6	Sunday Night	#7

- **Seven News** (1.130 million). Seven News wins network – up 108,000 viewers on Nine News, a 10% audience advantage.
- **House Rules** (0.927 million) is up 16% on last Sunday, up 26% on Masterchef and Sunday's number one most-watched programme for 16-39s and one of the top two most-watched programmes for 18-49s and 25-54s – 27 share in total viewers, 30 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.
- **Sunday Night** (0.655 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 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 3% on Nine + Go + Gem + Life and up 26% 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 channel for 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 builds on recorded viewing over the past seven days:
 - Home and Away adds 89,000 viewers for a total audience of 1.329 million.
 - House Rules adds 80,000 viewers for a total audience of 1.489 million.
 - Seven Year Switch adds 109,000 viewers for a total audience of 0.859 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	House Rules	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#9
House Rules	#7	Seven News	#10
16-39s		18-49s	
House Rules	#3	House Rules	#4
Home and Away	#6	Seven Year Switch	#8
Seven Year Switch	#7	Home and Away	#10
Seven News – Today Tonight	#10		

- **Seven News** (1.083 million).
- **Seven News – Today Tonight** (1.061 million).
- **Home and Away** (0.759 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s and 18-49s.
- **House Rules** (0.901 million) peaks at 1.059 million, delivers more viewers than Masterchef and ranks in Monday's top four 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 25 share in 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 24% on Nine and up 4% on Ten.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 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 19% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 40% on Nine and up 9% on Ten in 16-39s. Seven is up 36% on Nine and up 6% on Ten in 18-49s. Seven is up 27% on Nine and up 8% 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 builds on recorded viewing over the past seven days:
 - Home and Away adds 101,000 viewers for a total audience of 1.329 million.
 - House Rules adds 108,000 viewers for a total audience of 1.405 million.
 - Seven Year Switch adds 114,000 viewers for a total audience of 0.896 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	House Rules	#2
Seven News – Today Tonight	#5	Seven Year Switch	#7
House Rules	#7	Seven News	#8
Home and Away	#10	Seven News – Today Tonight	#9
16-39s		18-49s	
House Rules	#2	House Rules	#2
Seven Year Switch	#4	Seven Year Switch	#5
Home and Away	#5	Seven News	#9
Seven News – Today Tonight	#7		
Seven News	#9		
- **Seven News** (1.091 million). Seven News wins network.
- **Home and Away** (0.708 million) delivers in all key audience demographics: total viewers, 16-39s, 18-49s and 25-54s.
- **House Rules** (0.812 million) is one of Tuesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s – 25 share in total viewers, 26 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.
- **Seven Year Switch** (0.529 million) wins in 16-39s, 18-49s and 25-54s – 29 share in 16-39s, 29 share in 18-49s and 28 share in 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 18% on Nine and up 20% on Ten,
- 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 11% on Nine + Go + Gem + Life and up 28% on Ten + One + Eleven in total viewers.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on recorded viewing over the past seven days:
 - Home and Away adds 110,000 viewers and delivers a total audience of 1.331 million.
 - House Rules adds 113,000 viewers and delivers a total audience of 1.359 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	House Rules	#2
Seven News – Today Tonight	#3	Seven News – Today Tonight	#7
House Rules	#7	Seven News	#8
Home and Away	#9	Aussie Property Flippers	#9
		Home and Away	#10
16-39s		18-49s	
House Rules	#2	House Rules	#2
Home and Away	#4	Home and Away	#7
Aussie Property Flippers	#7	Aussie Property Flippers	#8
Seven News – Today Tonight	#10	Seven News – Today Tonight	#9

- **Seven News** (1.052 million). Seven News wins network – up 27,000 viewers on Nine News, a 3% audience advantage.
- **Seven News – Today Tonight** (1.021 million). Seven News – Today Tonight wins network – up 32,000 viewers on Nine News 6:30, a 3% audience advantage.
- **Home and Away** (0.705 million) delivers in all key audiences and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **House Rules** (0.807 million) is one of Wednesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s – 27 share in total viewers, 25 share in 16-39s, 25 share in 18-49s and 26 share in 25-54s.
- **Aussie Property Flippers** (0.525 million) delivers in all key audience demographics and ranks in Wednesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 25 share in 16-39s and 26 share in 25-54s.

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 at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#5
Seven News- Today Tonight	#4	Seven News – Today Tonight	#6
The Chase	#9	Home and Away	#8
Home and Away	#10		
16-39s		18-49s	
Home and Away	#4	Seven News – Today Tonight	#5
Seven News	#6	Home and Away	#6
Seven News – Today Tonight	#7	Seven News	#8

Friday

- Seven wins in news.
- AFL on Seven: Friday Night Football 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 33% on Nine and up 88% on Ten in total viewers.
 - Seven is up 35% on Nine and up 51% on Ten in 16-39s. Seven is up 22% on Nine and up 51% on Ten in 18-49s. Seven is up 23% on Nine and up 47% 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 is up 76% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 11% on Nine and up 61% on Ten in 16-39s. Seven is up 3% on Nine and up 57% on Ten in 18-49s. Seven is up 7% on Nine and up 52% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- 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	#5	AFL on Seven	#7
The Chase	#7	Better Homes and Gardens	#8
16-39s		18-49s	
AFL on Seven	#2	AFL on Seven	#3
Better Homes and Gardens	#6	Seven News	#7
Seven News	#8	Better Homes and Gardens	#8
Seven News – Today Tonight	#9	Seven News – Today Tonight	#9

- **Seven News** (0.913 million). Seven News wins network.
- **Better Homes and Gardens** (0.665 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: 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: Saturday Night Football 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 106% on Nine and up 182% on Ten in total viewers.
 - Seven is up 185% on Nine and up 228% on Ten in 16-39s. Seven is up 140% on Nine and up 202% on Ten in 18-49s. Seven is up 132% on Nine and up 187% 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 58% on Nine (Nine + Go + Gem + Life) and is up 150% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 77% on Nine and up 160% on Ten in 16-39s. Seven is up 67% on Nine and up 155% on Ten in 18-49s. Seven is up 67% on Nine and up 142% 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:

All People		25-54s	
Seven News	#1	Seven News	#1
AFL on Seven	#6	AFL on Seven	#3
Border Security	#9	Pirates of the Caribbean	#4
		AFL on Seven: Pre-Match	#6
		Border Security	#7
16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#1
Seven News	#2	Seven News	#2
AFL on Seven: Pre-Match	#4	AFL on Seven: Pre-Match	#4
AFL on Seven: Post-Match	#5	Pirates of the Caribbean	#5
Pirates of the Caribbean	#7	AFL on Seven: Post-Match	#6

- Seven News** (0.879 million). Seven News wins network – up 132,000 viewers on Nine News, an 18% 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.
- Saturday Night At The Movies: Pirates of the Caribbean: Stranger Tides** delivers in all key audiences across its primetime broadcast markets on Seven – 25 share in 16-39s, 27 share in 18-49s and 28 share in 25-54s.