

6 March 2017

## Seven Network Ratings Report

Week 9: 26 February – 4 March 2017

### Seven wins in primetime on primary channels

- Seven is number 1 for total viewers.

### Seven wins in primetime on combined audiences

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers 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.

### Seven delivers in the most-watched programmes across Australia

- |                                |               |
|--------------------------------|---------------|
| - My Kitchen Rules - Wednesday | 1.662 million |
| - My Kitchen Rules – Monday    | 1.610 million |
| - My Kitchen Rules – Sunday    | 1.540 million |
| - My Kitchen Rules – Tuesday   | 1.534 million |
| - Seven News                   | 1.485 million |
| - Seven News – Sunday          | 1.474 million |
| - Seven News – Today Tonight   | 1.370 million |
| - Sunday Night                 | 1.246 million |
| - Seven News – Saturday        | 1.159 million |
| - Home and Away                | 1.131 million |
| - 800 Words                    | 1.073 million |
| - Better Homes and Gardens     | 1.050 million |

Metropolitan and Regional Combined Audiences



### Seven wins in breakfast television and morning television across Australia

- Sunrise = 536,000 vs Today = 425,000
- The Morning Show = 203,000 vs Today Extra = 165,000

### Seven builds on total viewing over the past seven days

- On Sunday, My Kitchen Rules adds 170,000 viewers climbs to a total audience of 1.969 million. Hoges adds 180,000 viewers and climbs to a total audience of 1.500 million.
- On Monday, Home and Away adds 138,000 viewers and climbs to a total audience of 1.460 million, My Kitchen Rules adds 145,000 viewers and climbs to a total audience of 2.122 million, and Bride & Prejudice adds 117,000 viewers and climbs to a total audience of 1.196 million.
- On Tuesday, Home and Away adds 127,000 viewers and moves to 1.413 million, My Kitchen Rules adds 170,000 viewers and moves to 1.992 million, and 800 Words adds 295,000 viewers and moves to 1.523 million.
- On Wednesday, Home and Away adds 141,000 viewers and delivers a total audience of 1.398 million, My Kitchen Rules adds 196,000 viewers and delivers a total audience of 1.936 million, and Bride & Prejudice adds 129,000 viewers and delivers a total audience of 1.174 million.

#### Live and As-Live Data

##### Week 9 Primetime Shares

ABC1:	13.1%
Seven:	20.8%
Nine:	19.3%
Ten:	12.5%
SBS1:	4.7%

ABC2:	2.6%
ABC Me:	0.6%
ABC News 24:	1.5%
7TWO:	3.6%
7mate:	3.1%
7flix:	2.5%
GO!:	3.8%
Gem:	2.8%
Life:	2.0%
One:	3.1%
Eleven:	2.2%
Viceland:	0.7%
Food:	1.0%
NITV:	0.1%

##### Week 9 Combined Multiple Channels Primetime Shares

ABC1:	17.8%
Seven:	30.0%
Nine:	27.9%
Ten:	17.8%
SBS:	6.5%

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

## Primetime Programming Analysis

### Sunday

- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: up 3% on Nine and up 89% on Ten.
- 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, on the combined audiences of all channels.
  - Seven + 7TWO + 7mate + 7flix is up 8% on Nine + Go + Gem + Life and up 87% on Ten + One + Eleven in total viewers
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven builds on recorded viewing over the past seven days:
  - My Kitchen Rules adds 170,000 viewers and climbs 9% to a total audience of 1.969 million. Hoges adds 180,000 viewers and climbs 14% to a total audience of 1.500 million.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#2	My Kitchen Rules	#2
Seven News	#4	Sunday Night	#6
Sunday Night	#6	Seven News	#8
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#2	My Kitchen Rules	#2
Sunday Night	#5	Sunday Night	#7
Seven News	#8	Seven News	#8

- **Seven News** (0.972 million).
- **My Kitchen Rules** (1.098 million) peaks at 1.362 million and is one Sunday's top two most-watched programme for total viewers and in all key audience demographics – 29 share in total viewers, 32 share in 16-39s, 30 share in 18-49s and 31 share in 25-54s.
- **Sunday Night** (0.843 million) wins in all key audiences and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 30 share in 16-39s, 31 share in 18-49s and 32 share in 25-54s.

## Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: up 8% on Nine and up 90% on Ten.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- 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 84% 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 with The Chase.
- Seven builds on recorded viewing over the past seven days:
  - Home and Away adds 138,000 viewers and climbs to a total audience of 1.460 million, My Kitchen Rules adds 145,000 viewers and climbs to a total audience of 2.122 million, and Bride & Prejudice adds 117,000 viewers and climbs to a total audience of 1.196 million.
- Seven scores in the most-watched programmes:
 

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#2
Seven News	#3	Bride & Prejudice	#5
Seven News – Today Tonight	#4	Seven News	#9
Home and Away	#10		
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#2	My Kitchen Rules	#2
Bride & Prejudice	#3	Bride & Prejudice	#4
Home and Away	#7	Home and Away	#9
- **Seven News** (1.063 million). Seven News wins network – up 92,000 viewers on Nine News, a 9% audience advantage.
- **Seven News – Today Tonight** (1.010 million). Seven News – Today Tonight wins network – up 35,000 viewers on Nine News 6:30, a 4% audience advantage.
- **Home and Away** (0.771 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 – 25 share in total viewers, 30 share in 16-39s, 28 share in 18-49s and 26 share in 25-54s.
- **My Kitchen Rules** (1.120 million) peaks at 1.363 million, is Monday's number one programme, wins its timeslot and is one of Monday's top two most-watched programmes for 16-39s, 18-49s and 25-54s – 30 share in total viewers, 33 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.
- **Bride & Prejudice** (0.714 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Monday's five programmes in all key demographics – 32 share in total viewers, 36 share in 16-39s, 36 share in 18-49s and 35 share in 25-54s.

## Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: up 2% on Nine and up 62% 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 3% on Nine + Go + Gem + Life and up 62% 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 builds on recorded viewing over the past seven days:
  - Home and Away adds 127,000 viewers and moves to 1.413 million, My Kitchen Rules adds 170,000 viewers and moves to 1.992 million, and 800 Words adds 295,000 viewers and moves to 1.523 million.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	My Kitchen Rules	#2
My Kitchen Rules	#3	Seven News	#5
Seven News – Today Tonight	#4	Seven News – Today Tonight	#9
Home and Away	#9		
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#2	My Kitchen Rules	#2
Home and Away	#6	Home and Away	#9
800 Words	#10	Seven News	#10

- **Seven News** (1.049 million). Seven News wins network – up 137,000 viewers on Nine News, a 15% audience advantage.
- **Seven News – Today Tonight** (0.962 million). Seven News – Today Tonight wins network – up 50,000 viewers on Nine News 6:30, a 5% audience advantage.
- **Home and Away** (0.736 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 – 25 share in total viewers, 29 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.
- **My Kitchen Rules** (1.048 million) peaks at 1.353 million and is one of Tuesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s – 30 share in total viewers, 32 share in 16-39s, 31 share in 18-49s and 32 share in 25-54s.
- **800 Words** (0.639 million) wins its timeslot and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 31 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 29 share in 25-54s.

## Wednesday

- 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 49% on Ten in total viewers.
  - Seven is up 71% on Nine and up 41% on Ten in 16-39s. Seven is up 54% on Nine and up 31% on Ten in 18-49s. Seven is up 55% on Nine and up 35% 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 31% on Nine (Nine + Go + Gem + Life) and up 69% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 35% on Nine and up 22% on Nine in 16-39s. Seven is up 29% on Nine and up 21% on Ten in 18-49s. Seven is up 30% on Nine and up 28% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on recorded viewing over the past seven days:
  - Home and Away adds 141,000 viewers and delivers a total audience of 1.398 million, My Kitchen Rules adds 196,000 viewers and delivers a total audience of 1.936 million, and Bride & Prejudice adds 129,000 viewers and delivers a total audience of 1.174 million.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Murder Uncovered	#6
Seven News – Today Tonight	#3	Seven News	#9
Home and Away	#9	Seven News – Today Tonight	#10
Murder Uncovered	#10		
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Murder Uncovered	#5	Murder Uncovered	#7
Home and Away	#6	Home and Away	#8

- **Seven News** (0.959 million). Seven News wins network – up 46,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (0.947 million). Seven News – Today Tonight wins network – up 96,000 viewers on Nine News 6:30, an 11% audience advantage.
- **Home and Away** (0.716 million) delivers in all key audiences ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 30 share in 16-39s, 28 share in 18-49s and 26 share in 25-54s.

- **My Kitchen Rules** (1.105 million) peaks at 1.337 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Wednesday's number one most-watched programme for total viewers and in all key demographics – 35 share in total viewers, 45 share in 16-39s, 42 share in 18-49s and 40 share in 25-54s.
- **Murder Uncovered** (0.675 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Wednesday's top ten most-watched programmes for total viewers and in all key audiences – 36 share in total viewers, 37 share in 16-39s, 34 share in 18-49s and 36 share in 25-54s.

#### Thursday

- 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.
  - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#8
Seven News – Today Tonight	#3	Seven News – Today Tonight	#9
Home and Away	#9	Home and Away	#10
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#7	Seven News	#8
Seven News	#9	Seven News – Today Tonight	#9
Seven News – Today Tonight	#10	Home and Away	#10

- **Seven News** (0.913 million). Seven News wins network – up 73,000 viewers on Nine News, a 9% audience advantage.

#### Friday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s and 25-54s.
  - Seven is up 25% on Nine and up 93% on Ten in total viewers.
  - Seven is up 6% on Nine and up 29% on Ten in 16-39s. Seven is up 21% on Ten in 18-49s. Seven is up 5% on Nine and up 38% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 12% on Nine (Nine + Go + Gem + Life) and up 101% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 4% on Nine and up 60% on Ten in 16-39s. Seven is up 48% on Ten in 18-49s. Seven leads Nine and is up 58% 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 with The Chase.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#3	Seven News – Today Tonight	#7
Better Homes and Gardens	#5	Better Homes and Gardens	#8
The Chase	#8	The Help	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven News – Today Tonight	#5	Better Homes and Gardens	#7
Better Homes and Gardens	#7	Seven News	#8
Seven News	#9	Seven News – Today Tonight	#9
		The Help	#10

- **Seven News** (0.820 million). Seven News wins network.
- **Seven News – Today Tonight** (0.794 million). Seven News – Today Tonight wins network – up 57,000 viewers on Nine News 6:30, an 8% audience advantage.
- **Better Homes and Gardens** (0.666 million) delivers in all key audience and ranks in Friday's top ten most-watched programmes in all key audiences – 29 share in total viewers, 28 share in 16-39s, 26 share in 18-49s and 27 share in 25-54s.
- **Friday Night At The Movies: The Help** (0.355 million) delivers in all key audiences and ranks in Friday's top ten most-watched programmes in all key audiences – 32 share in total viewers, 38 share in 16-39s, 34 share in 18-49s and 36 share in 25-54s.

## Saturday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Seven News	#2
		King Kong	#5
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#4	Seven News	#3
King Kong	#7	King Kong	#8

- **Seven News** (0.756 million). Seven News wins network – up 27,000 viewers on Nine News.



**Primetime audience demographics for Week 9: 6:00pm-midnight**

	<b>Total Individuals</b>	<b>Ppl 25-54</b>	<b>Ppl 16-39</b>	<b>Ppl 18-49</b>	<b>Ppl 16-54</b>
<b>Seven Network</b>	<b>30.0%</b>	<b>29.5%</b>	<b>29.0%</b>	<b>28.9%</b>	<b>29.4%</b>
Nine Network	27.9%	31.5%	33.2%	32.5%	31.6%
Network Ten	17.8%	21.8%	22.1%	22.3%	22.1%
ABC Network	17.8%	11.1%	9.6%	10.4%	10.9%
SBS Network	6.5%	6.1%	6.2%	5.8%	6.0%
<b>Seven</b>	<b>20.8%</b>	<b>20.4%</b>	<b>20.0%</b>	<b>19.8%</b>	<b>20.4%</b>
Nine	19.3%	21.8%	22.5%	22.3%	21.8%
TEN	12.5%	15.8%	15.4%	16.1%	15.9%
ABC	13.1%	6.6%	4.9%	5.7%	6.7%
SBS	4.7%	3.6%	3.1%	3.2%	3.4%
<b>7TWO</b>	<b>3.6%</b>	<b>1.6%</b>	<b>1.1%</b>	<b>1.4%</b>	<b>1.5%</b>
<b>7mate</b>	<b>3.1%</b>	<b>4.4%</b>	<b>4.4%</b>	<b>4.4%</b>	<b>4.3%</b>
<b>7flix</b>	<b>2.5%</b>	<b>3.2%</b>	<b>3.5%</b>	<b>3.3%</b>	<b>3.2%</b>
9GO!	3.8%	4.8%	5.8%	5.2%	4.9%
9Gem	2.8%	2.4%	2.4%	2.5%	2.4%
9Life	2.0%	2.5%	2.5%	2.6%	2.5%
ONE	3.1%	2.9%	2.3%	2.7%	2.9%
ELEVEN	2.2%	3.1%	4.4%	3.6%	3.4%
ABC2	2.6%	2.7%	3.2%	2.9%	2.6%
ABC ME	0.6%	0.4%	0.5%	0.5%	0.4%
ABC News 24	1.5%	1.4%	0.9%	1.3%	1.3%
SBS VICELAND	0.7%	0.9%	1.1%	0.9%	0.9%
SBS Food Network	1.0%	1.5%	1.9%	1.6%	1.5%