

24 July 2017

Seven Network Ratings Report

Week 29: 16 July – 22 July 2017



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.

Seven wins in news

- Seven News leads Nine News.

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 delivers in the most-watched programmes across Australia

- | | |
|------------------------------|---------------|
| - Seven News – Sunday | 1.852 million |
| - Seven News | 1.682 million |
| - Seven News – Today Tonight | 1.502 million |
| - Sunday Night | 1.332 million |
| - Seven News – Saturday | 1.301 million |
| - Home and Away | 1.195 million |
| - The Chase | 1.077 million |

Seven wins in breakfast television across Australia

- Sunrise = 494,000 vs Today = 408,000

Seven wins in morning television across Australia

- The Morning Show = 230,000 vs Today Extra = 182,000

Seven builds on total viewing over the past seven days

- House Rules – Sunday adds 129,000 viewers and = 1.902 million.
- Home and Away - Tuesday adds 109,000 viewers and = 1.288 million.
- Yummy Mummies adds 156,000 viewers and = 0.672 million.
- Home and Away – Wednesday adds 133,000 viewers and = 1.280 million.
- Criminal Minds adds 178,000 viewers and = 0.807 million.
- Home and Away – Thursday adds 118,000 viewers and = 1.292 million.
- All Round to Mrs Brown's adds 99,000 viewers and = 0.958 million.

Live and As-Live Data

Week 29 Primetime Shares

ABC1:	11.0%
Seven:	17.8%
Nine:	23.2%
Ten:	13.0%
SBS1:	5.8%

ABC2:	2.9%
ABC Me:	0.6%
ABC News 24:	1.2%
7TWO:	3.2%
7mate:	3.4%
7flix:	2.5%
GO!:	3.0%
Gem:	2.6%
Life:	2.3%
One:	3.1%
Eleven:	2.5%
Viceland:	0.8%
Food:	0.9%
NITV:	0.2%

Week 29 Combined Multiple Channels Primetime Shares

ABC:	15.8%
Seven:	26.9%
Nine:	31.0%
Ten:	18.6%
SBS:	7.7%

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

Primetime audience demographics for Week 29: 6:00pm-midnight

	Total People	25-54	16-39	18-49
Seven Network	26.90%	25.50%	25.70%	25.20%
Nine Network	31.00%	33.70%	32.70%	34.10%
Ten Network	18.60%	23.40%	25.20%	23.90%
ABC Network	15.80%	10.10%	9.90%	9.90%
SBS Network	7.70%	7.30%	6.50%	6.90%
Channel 7	17.80%	16.50%	16.40%	16.20%
Channel 9	23.20%	25.30%	24.30%	25.60%
Channel 10	13.00%	16.80%	18.30%	17.40%
ABC	11.00%	5.90%	4.90%	5.40%
SBS	5.80%	4.90%	3.90%	4.50%
7TWO	3.20%	1.50%	1.00%	1.20%
7mate	3.40%	4.20%	4.70%	4.30%
7flix	2.50%	3.30%	3.60%	3.50%
GO!	3.00%	3.60%	3.90%	3.70%
Gem	2.60%	2.00%	2.00%	1.90%
9Life	2.30%	2.80%	2.40%	2.80%
ONE	3.10%	3.10%	2.20%	2.70%
ELEVEN	2.50%	3.50%	4.60%	3.90%
ABC2	2.90%	2.90%	3.70%	3.20%
ABC ME	0.60%	0.40%	0.40%	0.40%
ABC NEWS	1.20%	1.00%	1.00%	1.00%
SBS VICELAND	0.80%	1.10%	1.20%	1.10%
SBS Food Network	0.90%	1.10%	1.30%	1.10%
NITV	0.20%	0.20%	0.20%	0.20%

Primetime Programming Analysis

Sunday

- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- AFL on Seven: Sunday Afternoon Football dominates across Seven and 7mate.
- Wimbledon on Seven: Men's Final delivers across late-night and early morning on Seven.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven builds on total viewing over the past seven days:
 - House Rules adds 129,000 viewers for a total audience of 1.902 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#5
Sunday Night	#5	Sunday Night	#6
Border Security	#8	Border Security	#10
AFL on Seven	#9		
16-39s		18-49s	
Seven News	#5	Seven News	#5
Sunday Night	#7	Sunday Night	#7
AFL on Seven	#8	AFL on Seven	#10

- **Seven News** (1.197 million).
- **Sunday Night** (0.821 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- 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 scores in the most-watched programmes:

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

- **Seven News** (1.116 million). Seven News wins network – up 99,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (1.083 million). Seven News – Today Tonight wins network – up 43,000 viewers on Nine News 6:30, a 4% audience advantage.

Tuesday

- 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 builds on total viewing over the past seven days:
 - Home and Away adds 109,000 viewers for a total audience of 1.288 million.
 - Yummy Mummies adds 156,000 viewers for a total audience of 0.672 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News – Today Tonight	#7
Seven News – Today Tonight	#4	Seven News	#8
Home and Away	#9	Home and Away	#10
The Chase	#10		
16-39s		18-49s	
Home and Away	#6	Seven News – Today Tonight	#7
Seven News – Today Tonight	#7	Seven News	#9
Seven News	#8	Home and Away	#10

- **Seven News** (1.070 million). Seven News wins network – up 36,000 viewers on Nine News, a 3% audience advantage.

Wednesday

- 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 total viewing over the past seven days:
 - Home and Away adds 133,000 viewers for a total audience of 1.280 million.
 - Criminal Minds adds 178,000 viewers for a total audience of 0.807 million.
- Seven scores in the most-watched programmes:

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

Thursday

- 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 builds on total viewing over the past seven days:
 - Home and Away adds 118,000 viewers for a total audience of 1.292 million.
 - All Round to Mrs Brown's adds 99,000 viewers for a total audience of 0.958 million.
- Seven scores in the most-watched programmes:

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

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 43% on Nine and up 146% on Ten in total viewers.
 - Seven is up 48% on Nine and up 109% on Ten in 16-39s. Seven is up 40% on Nine and up 103% on Ten in 18-49s. Seven is up 38% on Nine and up 103% 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 39% on Nine (Nine + Go + Gem + Life) and is up 104% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 29% on Nine and up 61% on Ten in 16-39s. Seven is up 26% on Nine and up 64% on Ten in 18-49s. Seven is up 27% on Nine and up 67% 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	#4
Better Homes and Gardens	#6	Better Homes and Gardens	#6
The Chase	#7	AFL on Seven	#7
AFL on Seven	#10		
16-39s		18-49s	
Seven News	#1	Seven News	#3
Seven News – Today Tonight	#3	Seven News – Today Tonight	#4
AFL on Seven	#4	AFL on Seven	#6
Better Homes and Gardens	#6	Better Homes and Gardens	#7

- **Seven News** (0.918 million). Seven News wins network – up 47,000 viewers on Nine News, a 5% audience advantage.
- **Better Homes and Gardens** (0.612 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 – 28 share in total viewers and 25 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.
- 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 and 16-39s.
 - Seven is up 5% on Nine and up 205% on Ten in total viewers.
 - Seven is up 10% on Nine and up 121% on Ten in 16-39s. Seven is up 146% on Ten in 18-49s. Seven is up 154% 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 7% on Nine (Nine + Go + Gem + Life) and is up 150% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 13% on Nine and up 150% on Ten in 16-39s. Seven is up 3% on Nine and up 118% on Ten in 18-49s. Seven is up 2% on Nine and up 124% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
Cinderella	#8	Cinderella	#5
		Maleficent	#6
		Border Security	#10
16-39s		18-49s	
Seven News	#1	Seven News	#2
Cinderella	#4	Cinderella	#4
Maleficent	#7	Maleficent	#6
		Border Security	#9

- **Seven News** (0.847 million). Seven News wins network.
- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.