

7 August 2017

Seven Network Ratings Report

Week 31: 30 July – 6 August 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 primetime on combined audiences

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix 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 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 – Sunday | 2.002 million |
| - Sunday Night | 2.001 million |
| - Seven News | 1.655 million |
| - Seven News – Today Tonight | 1.510 million |
| - Seven News – Saturday | 1.263 million |

-	Home and Away	1.217 million
-	The Force	1.166 million
-	Border Security	1.156 million
-	Better Homes and Gardens	1.072 million
-	The Chase	1.047 million
-	The Dressmaker	1.021 million

Seven wins in breakfast television across Australia

- Sunrise = 491,000 vs Today = 411,000

Seven wins in morning television across Australia

- The Morning Show = 220,000 vs Today Extra = 178,000

Live and As-Live Data

Week 31 Primetime Shares

ABC1:	11.4%
Seven:	20.5%
Nine:	21.2%
Ten:	11.4%
SBS1:	4.7%

ABC2:	3.1%
ABC Me:	0.6%
ABC News 24:	1.4%
7TWO:	3.5%
7mate:	3.8%
7flix:	2.6%
GO!:	3.9%
Gem:	2.4%
Life:	1.9%
One:	2.8%
Eleven:	2.8%
Viceland:	1.0%
Food:	0.9%
NITV:	0.2%

Week 31 Combined Multiple Channels Primetime Shares

ABC:	16.5%
Seven:	30.3%
Nine:	29.5%
Ten:	16.9%
SBS:	6.8%

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

Primetime audience demographics for Week 31: 6:00pm-midnight

	Total People	25-54	16-39	18-49
Seven Network	30.00%	27.70%	26.30%	26.90%
Nine Network	29.70%	31.90%	32.00%	32.40%
Ten Network	17.70%	23.40%	25.80%	24.60%
ABC Network	16.00%	11.10%	10.60%	10.60%
SBS Network	6.60%	5.80%	5.20%	5.50%
Channel 7	20.50%	18.40%	16.50%	17.50%
Channel 9	22.10%	23.80%	23.40%	24.00%
Channel 10	12.10%	16.30%	18.90%	17.70%
ABC	10.90%	6.10%	5.10%	5.40%
SBS	4.50%	3.10%	2.60%	2.90%
7TWO	3.50%	1.50%	1.20%	1.30%
7mate	3.50%	4.40%	4.40%	4.40%
7flix	2.60%	3.40%	4.20%	3.70%
GO!	3.30%	4.00%	4.90%	4.40%
Gem	2.40%	1.70%	1.70%	1.60%
9Life	1.80%	2.40%	2.00%	2.40%
ONE	2.70%	2.80%	1.80%	2.40%
ELEVEN	2.80%	4.30%	5.10%	4.50%
ABC2	3.10%	3.20%	3.90%	3.50%
ABC ME	0.60%	0.40%	0.40%	0.40%
ABC NEWS	1.40%	1.40%	1.20%	1.30%
SBS VICELAND	1.00%	1.30%	1.10%	1.20%
SBS Food Network	0.90%	1.30%	1.30%	1.20%
NITV	0.20%	0.10%	0.20%	0.20%

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Sunday Night: Diana peaks at 1.522 million across metropolitan markets and delivers a total audience of 2.000 million across Australia.
- AFL on Seven: Sunday Afternoon Football dominates across Seven and 7mate.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 18% on Nine and up 159% 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 14% on Nine + Go + Gem + Life and up 132% on Ten + One + Eleven in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Sunday Night	#1	Sunday Night	#2
Seven News	#2	Seven News	#4
The Dressmaker	#7	The Dressmaker	#7
16-39s		18-49s	
Sunday Night	#5	Sunday Night	#3
Seven News	#6	Seven News	#6
The Dressmaker	#8	The Dressmaker	#7
AFL on Seven	#9	AFL on Seven	#10

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- **Seven News** (1.303 million). Seven News wins network – up 141,000 viewers on Nine News, a 12% audience advantage.
- **Sunday Night: Diana** (1.334 million) peaks at 1.522 million, is up 19% on The Block and up 82% on Survivors, and is Sunday's number one most-watched programme – 35 share in total viewers, 29 share in 16-39s and 28 share in 25-54s.
- **Sunday Night At The Movies: The Dressmaker** (0.669 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers.

Monday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- 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.
- Seven builds on total viewing over the past seven days:
 - Home and Away adds 125,000 viewers for a total audience of 1.314 million.

Tuesday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers and 25-54s.
 - 7flix is the most-watched digital channel for 18-49s.
- Seven builds on total viewing over the past seven days:
 - Home and Away adds 107,000 viewers for a total audience of 1.302 million.
 - Yummy Mummies adds 182,000 viewers for a total audience of 0.602 million.

Wednesday

- 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.

Thursday

- 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 4% on Nine + Go + Gem + Life and up 50% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on total viewing over the past seven days:
 - Home and Away adds 118,000 viewers for a total audience of 1.310 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News – Today Tonight	#1	Seven News – Today Tonight	#5
Seven News	#3	Seven News	#7
Home and Away	#6	Home and Away	#8
The Chase	#9	Make You Laugh Out Loud	#9
		All Round to Mrs Brown's	#10
16-39s		18-49s	
Home and Away	#3	Home and Away	#5
Seven News- Today Tonight	#6	Seven News – Today Tonight	#7
Make You Laugh Out Loud	#9	Seven News	#8
Seven News	#10	Make You Laugh Out Loud	#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 50% on Nine and up 170% on Ten in total viewers.
 - Seven is up 58% on Nine and up 108% on Ten in 16-39s. Seven is up 56% on Nine and up 96% on Ten in 18-49s. Seven is up 44% on Nine and up 101% on Ten in 25-54s.
- 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 51% on Nine (Nine + Go + Gem + Life) and is up 145% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 47% on Nine and up 125% on Ten in 16-39s. Seven is up 47% on Nine and up 102% on Ten in 18-49s. Seven is up 47% on Nine and up 101% 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	#3	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#8
The Chase	#6	AFL on Seven	#9
16-39s		18-49s	
Seven News	#1	Seven News	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#7
AFL on Seven	#7	AFL on Seven	#9

- **Seven News** (1.012 million). Seven News wins network – up 104,000 viewers on Nine News, an 11% audience advantage.
- **Seven News – Today Tonight** (0.888 million). Seven News – Today Tonight wins network – up 23,000 viewers on Nine News 6:30, a 3% audience advantage.
- **Better Homes and Gardens** (0.627 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 – 27 share in total viewers.
- **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 43% on Nine and up 258% on Ten in total viewers.
 - Seven is up 55% on Nine and up 174% on Ten in 16-39s. Seven is up 45% on Nine and up 174% on Ten in 18-49s. Seven is up 44% on Nine and up 164% 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 17% on Nine (Nine + Go + Gem + Life) and up 186% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 16% on Nine and up 128% on Ten in 16-39s. Seven is up 12% on Nine and up 128% on Ten in 18-49s. Seven is up 10% on Nine and up 120% 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	#2
AFL on Seven	#8	AFL on Seven	#6
Weekend Sunrise	#10	Weekend Sunrise	#8
		Bridesmaids	#9
		Inside Out	#10
16-39s		18-49s	
Seven News	#1	Seven News	#2
AFL on Seven	#3	AFL on Seven	#3
Bridesmaids	#8	Bridesmaids	#7
AFL on Seven: Post-Match	#10	Inside Out	#10

- **Seven News** (0.806 million). Seven News wins network – up 67,000 viewers on Nine News, a 9% 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.