

17 July 2017

Seven Network Ratings Report

Week 28: 9 July – 15 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 News – Today Tonight leads Nine News 6:30

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 | 1.986 million |
| - House Rules – Winner | 1.874 million |
| - Seven News | 1.688 million |
| - House Rules – Final | 1.671 million |
| - Seven News – Today Tonight | 1.511 million |
| - Seven News – Saturday | 1.276 million |
| - The Last 100 Days of Diana | 1.199 million |
| - Home and Away | 1.183 million |
| - The Chase | 1.106 million |

Seven wins in breakfast television across Australia

- Sunrise = 482,000 vs Today = 392,000

Seven wins in morning television across Australia

- The Morning Show = 241,000 vs Today Extra = 189,000

Seven builds on total viewing over the past seven days

- House Rules – Sunday adds 112,000 viewers and = 1.735 million.
- Home and Away – Monday adds 82,000 viewers and = 1.346 million.
- House Rules – Monday adds 108,000 viewers and = 1.700 million.
- Wanted adds 201,000 viewers and = 1.329 million.
- Home and Away – Tuesday adds 101,000 viewers and = 1.340 million.
- House Rules – Tuesday adds 154,000 viewers and = 1.781 million.
- Home and Away - Wednesday adds 103,000 viewers and = 1.293 million.
- Criminal Minds adds 167,000 viewers and = 0.959 million.
- Home and Away – Thursday adds 102,000 viewers and = 1.228 million.

Live and As-Live Data

Week 28 Primetime Shares

| | |
|--------|-------|
| ABC1: | 9.8% |
| Seven: | 18.5% |
| Nine: | 25.8% |
| Ten: | 11.4% |
| SBS1: | 5.6% |

| | |
|--------------|------|
| ABC2: | 2.7% |
| ABC Me: | 0.6% |
| ABC News 24: | 1.2% |
| 7TWO: | 3.4% |
| 7mate: | 3.3% |
| 7flix: | 2.4% |
| GO!: | 3.2% |
| Gem: | 2.5% |
| Life: | 2.1% |
| One: | 2.7% |
| Eleven: | 2.3% |
| Viceland: | 1.2% |
| Food: | 0.9% |
| NITV: | 0.2% |

Week 28 Combined Multiple Channels Primetime Shares

| | |
|--------|-------|
| ABC: | 14.4% |
| Seven: | 27.6% |
| Nine: | 33.6% |
| Ten: | 16.4% |
| SBS: | 7.8% |

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

Primetime audience demographics for Week 28: 6:00pm-midnight

| | Total People | 25-54 | 16-39 | 18-49 |
|----------------------|---------------------|---------------|---------------|---------------|
| Seven Network | 27.60% | 26.30% | 25.90% | 26.00% |
| Nine Network | 33.60% | 37.30% | 38.00% | 38.10% |
| Ten Network | 16.40% | 20.10% | 21.00% | 20.30% |
| ABC Network | 14.40% | 9.20% | 8.40% | 8.60% |
| SBS Network | 7.80% | 7.20% | 6.70% | 7.00% |
| Channel 7 | 18.50% | 17.10% | 17.00% | 16.90% |
| Channel 9 | 25.80% | 29.00% | 30.00% | 29.80% |
| Channel 10 | 11.40% | 14.10% | 14.90% | 14.50% |
| ABC | 9.80% | 5.10% | 3.70% | 4.30% |
| SBS | 5.60% | 4.50% | 3.60% | 4.20% |
| 7TWO | 3.40% | 2.00% | 1.50% | 1.90% |
| 7mate | 3.30% | 4.00% | 3.80% | 3.90% |
| 7flix | 2.40% | 3.20% | 3.60% | 3.40% |
| GO! | 3.20% | 3.90% | 4.40% | 4.20% |
| Gem | 2.50% | 1.80% | 1.50% | 1.60% |
| 9Life | 2.10% | 2.50% | 2.20% | 2.50% |
| ONE | 2.70% | 2.70% | 2.10% | 2.40% |
| ELEVEN | 2.30% | 3.30% | 4.00% | 3.40% |
| ABC2 | 2.70% | 2.70% | 3.20% | 2.80% |
| ABC ME | 0.60% | 0.50% | 0.40% | 0.50% |
| ABC NEWS | 1.20% | 1.00% | 1.10% | 1.00% |
| SBS VICELAND | 1.20% | 1.40% | 1.60% | 1.50% |
| SBS Food Network | 0.90% | 1.20% | 1.30% | 1.20% |
| NITV | 0.20% | 0.20% | 0.20% | 0.20% |

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- AFL on Seven: Sunday Afternoon Football dominates across Seven and 7mate.
- Seven builds on total viewing over the past seven days:
 - House Rules adds 112,000 viewers for a total audience of 1.735 million.
- Seven scores in the most-watched programmes:

| All People | | 25-54s | |
|----------------------|----|----------------------|----|
| Seven News | #2 | House Rules – Winner | #2 |
| House Rules – Winner | #4 | House Rules – Final | #4 |
| House Rules – Final | #5 | Seven News | #5 |
| Yummy Mummies | #7 | Yummy Mummies | #6 |
| | | Yummy Mummies | #9 |
| 16-39s | | 18-49s | |
| House Rules – Winner | #2 | House Rules – Winner | #2 |
| House Rules – Final | #3 | House Rules – Final | #4 |
| Yummy Mummies | #4 | Seven News | #5 |
| Seven News | #7 | Yummy Mummies | #7 |
| Yummy Mummies | #9 | Yummy Mummies | #9 |

- **Seven News** (1.283 million). Seven News wins network – up 41,000 viewers on Nine News, a 3% audience advantage.
- **House Rules – Final** (1.027 million) peaks at 1.259 million and is one of Sunday's top four most-watched programmes in all key audience demographics – 26 share in total viewers.
- **House Rules – Winner** (1.154 million) peaks at 1.278 million and is one of Sunday's top two most-watched programmes for 16-39s, 18-49s and 25-54s – 31 share in total viewers, 30 share in 16-39s, 28 share in 18-49s and 30 share in 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 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 82,000 viewers for a total audience of 1.346 million.
 - House Rules adds 108,000 viewers for a total audience of 1.700 million.
 - Wanted adds 201,000 viewers for a total audience of 1.329 million.

Tuesday

- 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.
 - 7flix 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 101,000 viewers for a total audience of 1.340 million.
 - House Rules adds 154,000 viewers for a total audience of 1.781 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.
- Seven builds on total viewing over the past seven days:
 - Home and Away adds 103,000 viewers for a total audience of 1.293 million.
 - Criminal Minds adds 167,000 viewers for a total audience of 0.959 million.

Thursday

- 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 102,000 viewers for a total audience of 1.228 million.

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 34% on Nine and up 122% on Ten in total viewers.
 - Seven is up 37% on Nine and up 92% on Ten in 16-39s. Seven is up 31% on Nine and up 85% on Ten in 18-49s. Seven is up 15% on Nine and up 74% 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 37% on Nine (Nine + Go + Gem + Life) and is up 110% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 38% on Nine and up 88% on Ten in 16-39s. Seven is up 35% on Nine and up 93% on Ten in 18-49s. Seven is up 23% on Nine and up 78% 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 | #2 | Seven News – Today Tonight | #4 |
| The Chase | #7 | Better Homes and Gardens | #6 |
| Better Homes and Gardens | #8 | AFL on Seven | #9 |
| 16-39s | | 18-49s | |
| Seven News – Today Tonight | #3 | Seven News | #3 |
| Seven News | #4 | Seven News – Today Tonight | #4 |
| AFL on Seven | #5 | AFL on Seven | #6 |
| Better Homes and Gardens | #8 | Better Homes and Gardens | #9 |

- **Seven News** (0.995 million). Seven News wins network – up 134,000 viewers on Nine News, a 16% audience advantage.
- **Seven News – Today Tonight** (0.943 million). Seven News – Today Tonight wins network – up 89,000 viewers on Nine News 6:30, a 10% audience advantage.
- **Better Homes and Gardens** (0.603 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 – 26 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.
- Wimbledon Seven dominates across Seven and 7TWO.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers and 16-39s.
 - Seven is up 25% on Nine and up 243% on Ten in total viewers.
 - Seven is up 6% on Nine and up 194% on Ten in 16-39s. Seven is up 185% on Ten in 18-49s. Seven is up 202% 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 31% on Nine (Nine + Go + Gem + Life) and is up 212% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 22% on Nine and up 154% on Ten in 16-39s. Seven is up 15% on Nine and up 159% on Ten in 18-49s. Seven is up 9% on Nine and up 161% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

| | | | |
|-------------------------|----|-------------------------|-----|
| All People | | 25-54s | |
| Seven News | #1 | Seven News | #2 |
| AFL on Seven: Pre-Match | #8 | AFL on Seven: Pre-Match | #5 |
| AFL on Seven | #9 | AFL on Seven | #6 |
| | | Men in Black 3 | #9 |
| 16-39s | | 18-49s | |
| Seven News | #1 | Seven News | #1 |
| AFL on Seven: Pre-Match | #3 | AFL on Seven: Pre-Match | #5 |
| Men in Black 3 | #6 | AFL on Seven | #6 |
| AFL on Seven | #7 | Men in Black 3 | #7 |
| Border Security | #8 | Weekend Sunrise | #10 |

- **Seven News** (0.858 million). Seven News wins network – up 78,000 viewers on Nine News, a 10% 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.