

18 July 2016

Seven Network Ratings Report

Week 29: 10 July - 16 July 2016

Seven wins in news.

- Seven News leads Nine News.
- Seven News – Today Tonight leads Nine News 6:30.

Seven delivers in the most-watched programmes across Australia.

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|------------------------------|---------------|
| - Seven News - Sunday | 1.871 million |
| - Seven News | 1.735 million |
| - Seven News – Today Tonight | 1.501 million |
| - Sunday Night | 1.464 million |
| - Seven News – Saturday | 1.446 million |
| - Highway Patrol | 1.306 million |
| - Home and Away | 1.248 million |
| - The Chase | 1.192 million |
| - Make You Laugh Out Loud | 1.162 million |
| - World's Angriest | 1.087 million |

Metropolitan and Regional Combined Audiences

Seven wins in breakfast television and morning television across Australia.

- Sunrise = 520,000 vs Today = 453,000
- The Morning Show = 295,000 vs Today Extra = 230,000

Metropolitan and Regional Combined Audiences

Seven is number 1 in 2016

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s in primetime on primary channels across the current television season.
- 7TWO is number 1 for total viewers in primetime on digital channels across the current television season.

Seven + 7TWO + 7mate + 7flix is number 1 in 2016

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix is number 1 in primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels across the current television season.



Seven scores across the week

- Sunday Night ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Highway Patrol ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in 18-49s and 25 share in 25-54s.
- Monday Night At The Movies: The Bourne Identity delivers in total viewers, 16-39s, 18-49s and 25-54s across its broadcast timeslot.
- Make You Laugh Out Loud ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Winners and Losers delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- AFL on Seven: Thursday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- Better Homes and Gardens delivers in all key audiences.
- 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.

Primetime audience demographics for primary channels

6:00pm-midnight Week 29, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.2%	19.9%	14.8%	11.7%	5.4%
16-39s	16.6%	20.0%	19.5%	5.2%	4.2%
18-49s	16.9%	20.9%	19.0%	5.6%	4.3%
25-54s	17.3%	21.0%	17.9%	6.4%	4.5%

Primetime audience demographics for digital channels

6:00pm-midnight Week 29, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.5%	1.1%	1.4%	1.7%
7mate	3.9%	5.5%	5.2%	5.1%
7flix	2.2%	3.2%	2.9%	2.7%
GO!	4.3%	6.2%	5.3%	4.9%
Gem	2.4%	2.0%	2.1%	2.2%
Life	2.0%	2.8%	2.8%	2.8%
One	2.6%	2.1%	2.4%	2.8%
Eleven	2.2%	4.0%	3.5%	3.1%
ABC2	3.0%	3.4%	3.2%	3.0%
ABC3	0.8%	0.6%	0.6%	0.5%
ABC News 24	1.3%	1.0%	1.3%	1.3%
SBS2	0.9%	1.3%	1.3%	1.3%
NITV	0.1%	0.0%	0.1%	0.1%
Food	0.9%	1.4%	1.3%	1.3%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 29, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	27.8%	28.4%	19.6%	16.8%	7.3%
16-39s	26.4%	31.0%	25.6%	10.1%	6.9%
18-49s	26.4%	31.1%	24.8%	10.6%	7.0%
25-54s	26.8%	30.9%	23.8%	11.2%	7.3%

FTA Channels and Total TV

Copyright Oztam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live).

Primetime Programming Analysis

Sunday

- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven wins in primetime on digital channels.
 - 7flix is the most-watched digital channel for 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#5
Sunday Night	#6	Sunday Night	#7
16-39s		18-49s	
Seven News	#5	Seven News	#5
Sunday Night	#9	Sunday Night	#9

- **Seven News** (1.250 million).
- **Sunday Night** (0.963 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers.

Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 13% on Nine and up 16% on Ten.
- 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 in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers and 25-54s on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix is up 17% on Nine + Go + Gem + Life and up 29% on Ten + One + Eleven in total viewers.
 - Seven + 7TWO + 7mate + 7flix is up 6% on Nine + Go + Gem + Life and up 2% on Ten + One + Eleven 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	#4
Seven News – Today Tonight	#3	Seven News – Today Tonight	#6
Highway Patrol	#8	Highway Patrol	#8
Home and Away	#10		

16-39s		18-49s	
Highway Patrol	#4	Highway Patrol	#4
Seven News	#5	Seven News	#7
Seven News – Today Tonight	#6	Seven News – Today Tonight	#9
Home and Away	#7	World's Angriest	#10
World's Angriest	#10		

- Seven News** (1.195 million). Seven News wins network – up 100,000 viewers on Nine News, a 9% audience advantage.
- Seven News – Today Tonight** (1.122 million). Seven News – Today Tonight wins network – up 29,000 viewers on Nine News 6:30, a 3% audience advantage.
- Home and Away** (0.772 million) delivers in all key audience demographics – 28 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.
- Highway Patrol** (0.823 million) ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in 18-49s and 25 share in 25-54s.
- Monday Night At The Movies: The Bourne Identity** (0.517 million) delivers in total viewers, 16-39s, 18-49s and 25-54s across its broadcast timeslot – 28 share in total viewers, 28 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.

Tuesday

- Seven wins in news.
- 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 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 – Today Tonight	#4
Seven News – Today Tonight	#2	Seven News	#5
Home and Away	#9	Winners and Losers	#9
Make You Laugh Out Loud	#10	Make You Laugh Out Loud	#10

16-39s		18-49s	
Seven News	#2	Seven News	#4
Seven News – Today Tonight	#3	Seven News – Today Tonight	#6
Home and Away	#7	Winners and Losers	#8
Make You Laugh Out Loud	#8	Make You Laugh Out Loud	#9
Winners and Losers	#10		

- **Seven News** (1.193 million). Seven News wins network – up 123,000 viewers on Nine News, an 11% audience advantage.
- **Seven News – Today Tonight** (1.117 million). Seven News – Today Tonight wins network – up 151,000 viewers on Nine News 6:30, a 16% audience advantage.
- **Home and Away** (0.774 million) delivers in all key audiences – 28 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.
- **Make You Laugh Out Loud** (0.721 million) ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Winners and Losers** (0.551 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 28 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.

Wednesday

- 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 18-49s and 25-54s.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- **Seven News** (1.157 million). Seven News wins network – up 48,000 viewers on Nine News, a 4% audience advantage.

Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 18% on Nine and up 18% on Ten.
- 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 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 32% on Nine (Nine + Go + Gem + Life) and up 42% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 31% on Nine and up 2% on Ten in 16-39s. Seven is up 21% on Nine and up 4% on Ten in 18-49s. Seven is up 9% on Nine and up 9% 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.
- AFL on Seven dominates across Seven and 7mate.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.024 million). Seven News wins network.
- **AFL on Seven: Thursday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

Friday

- 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 49% on Nine and up 68% on Ten in total viewers.
 - Seven is up 26% on Nine and up 23% on Ten in 16-39s. Seven is up 29% on Nine and up 21% on Ten in 18-49s. Seven is up 33% on Nine and up 36% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 25% on Nine (Nine + Go + Gem + Life) and up 79% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 42% on Ten in 16-39s. Seven is up 5% on Nine and up 39% on Ten in 18-49s. Seven is up 12% on Nine and up 47% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- AFL on Seven: Friday Night Football dominates across Seven and 7mate.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
Seven News – Today Tonight	#3	Seven News – Today Tonight	#3
Better Homes and Gardens	#5		
The Chase	#7		
16-39s		18-49s	
Seven News	#1	Seven News	#2
Seven News – Today Tonight	#2	Seven News – Today Tonight	#7

- **Seven News** (1.016 million). Seven News wins network – up 146,000 viewers on Nine News, a 17% audience advantage.
- **Seven News – Today Tonight** (0.861 million). Seven News – Today Tonight wins network – up 51,000 viewers on Nine News 6:30, a 6% audience advantage.
- **Better Homes and Gardens** (0.679 million – not broadcast in Adelaide) delivers in all key audiences – 31 share in total viewers, 26 share in 16-39s, 25 share in 18-49s and 29 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.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 80% on Nine and up 139% on Ten in total viewers.
 - Seven is up 83% on Nine and up 71% on Ten in 16-39s. Seven is up 90% on Nine and up 90% on Ten in 18-49s. Seven is up 75% on Nine and up 91% 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 33% on Nine (Nine + Go + Gem + Life) and up 157% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 11% on Nine and up 92% on Ten in 16-39s. Seven is up 21% on Nine and up 99% on Ten in 18-49s. Seven is up 21% on Nine and up 102% on Ten in 25-54s.
- AFL on Seven: Saturday Night Football dominates across Seven and 7mate.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
AFL on Seven	#7	AFL on Seven	#6
		The Mummy Returns	#7
		AFL on Seven: Pre-Match	#10
16-39s		18-49s	
Seven News	#1	Seven News	#1
The Mummy Returns	#6	The Mummy Returns	#5
AFL on Seven	#9	AFL on Seven	#8

- **Seven News** (0.916 million). Seven News wins network – up 97,000 viewers on Nine News, a 12% 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.

Live and As-Live Data**Week 29 Primetime Shares**

ABC1:	11.7%
Seven:	18.2%
Nine:	19.9%
Ten:	14.8%
SBS1:	5.4%

ABC2:	3.0%
ABC3:	0.8%
ABC News 24:	1.3%
7TWO:	3.5%
7mate:	3.9%
7flix:	2.2%
GO!:	4.3%
Gem:	2.4%
Life:	2.0%
One:	2.6%
Eleven:	2.2%
SBS2:	0.9%
Food:	0.9%
NITV:	0.1%

Week 29 Combined Multiple Channels Primetime Shares

ABC1:	16.8%
Seven:	27.8%
Nine:	28.4%
Ten:	19.6%
SBS:	7.3%

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