

5 September 2016

Seven Network Ratings Report

Week 36: 27 August – 3 September 2016



Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combines to win primetime in total viewers on the combined audiences of all multiple channels.

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 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 and morning television across Australia.

- Sunrise = 519,000 vs Today = 476,000
- The Morning Show = 244,000 vs Today Extra = 193,000
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.
- 7mate is number 1 for 16-39s, 18-49s and 25-54s 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 delivers in the most-watched programmes across Australia.

-	Seven News – Sunday	2.005 million
-	The Big Music Quiz	1.803 million
-	Seven News	1.704 million
-	Seven News – Today Tonight	1.494 million
-	Sunday Night	1.361 million
-	Zumbo's Just Desserts	1.287 million
-	Seven News – Saturday	1.264 million
-	Home and Away	1.251 million
-	Border Security	1.219 million
-	The Force	1.203 million
-	800 Words	1.193 million
-	Better Homes and Gardens	1.145 million
-	The Chase	1.087 million
-	The Durrells	1.011 million

Metropolitan and Regional Combined Audiences

Seven delivers in primetime across the week.

- The Big Music Quiz peaks at 1.414 million, delivers in all key audiences and is one of Sunday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- Sunday Night delivers in all key audience demographics and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Criminal Minds ranks in Sunday's top ten most-watched programmes for 18-49s and 25-54s.
- Zumbo's Just Desserts delivers in all key audiences and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Zumbo's Just Desserts peaks at 1.134 million, defeats The Block and Survivor, and ranks in Tuesday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- 800 Words delivers in all key audience demographics.
- Winners and Losers wins in total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens 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.
- AFL on Seven: The EJ Whitten Legends Match dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- AFL on Seven: Women's Exhibition Match 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 36, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.7%	19.8%	13.0%	12.9%	4.8%
16-39s	18.8%	21.3%	18.7%	5.3%	2.5%
18-49s	18.6%	22.4%	17.5%	6.0%	3.0%
25-54s	18.8%	22.3%	16.6%	6.8%	3.4%

Primetime audience demographics for digital channels

6:00pm-midnight Week 36, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.7%	1.2%	1.6%	1.9%
7mate	3.6%	5.1%	4.7%	4.8%
7flix	2.2%	3.1%	3.0%	3.0%
GO!	3.5%	4.6%	4.4%	4.2%
Gem	2.5%	2.2%	2.1%	2.2%
Life	1.8%	2.1%	2.2%	2.2%
One	2.7%	2.0%	2.6%	2.8%
Eleven	2.5%	4.5%	4.0%	3.5%
ABC2	3.3%	4.1%	3.6%	3.5%
ABC3	0.7%	0.5%	0.5%	0.5%
ABC News 24	1.3%	1.0%	1.3%	1.4%
SBS2	0.7%	1.4%	1.2%	1.0%
NITV	0.2%	0.3%	0.3%	0.1%
Food	0.8%	1.2%	1.1%	1.1%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 36, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.3%	27.6%	18.3%	18.2%	6.6%
16-39s	28.2%	30.2%	25.2%	11.0%	5.4%
18-49s	27.9%	31.0%	24.1%	11.5%	5.5%
25-54s	28.3%	31.0%	23.0%	12.1%	5.7%

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 news.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers, 16-39s, 18-49s 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 111% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 13% on Nine and up 39% on Ten in 16-39s. Seven is up 2% on Nine and up 47% on Ten in 18-49s. Seven is up 5% on Nine and up 64% 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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	The Big Music Quiz	#2
The Big Music Quiz	#3	Seven News	#3
Sunday Night	#6	Sunday Night	#7
		Criminal Minds	#9
		AFL on Seven	#10
16-39s		18-49s	
The Big Music Quiz	#2	The Big Music Quiz	#2
Seven News	#4	Seven News	#4
Sunday Night	#7	Sunday Night	#7
AFL on Seven	#9	Criminal Minds	#9
		AFL on Seven	#10

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (1.372 million). Seven News wins network – up 144,000 viewers on Nine News, a 12% audience advantage.
- **The Big Music Quiz** (1.211 million):
 - peaks at 1.414 million
 - delivers in all key audiences and is one of Sunday's top two most-watched programmes for 16-39s, 18-49s and 25-54s – 32 share in total viewers, 33 share in 16-39s, 33 share in 18-49s and 34 share in 25-54s.
- **Sunday Night** (0.838 million) delivers in all key audience demographics and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Criminal Minds** (0.340 million) ranks in Sunday's top ten most-watched programmes for 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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#8
Seven News – Today Tonight	#2	Seven News – Today Tonight	#9
Home and Away	#10	Zumbo's Just Desserts	#10
16-39s		18-49s	
Zumbo's Just Desserts	#5	Zumbo's Just Desserts	#6
Seven News	#7	Seven News	#8
Home and Away	#8	Home and Away	#10
Seven News – Today Tonight	#9		

- **Seven News** (1.165 million). Seven News wins network – up 68,000 viewers on Nine News, a 6% audience advantage.
- **Seven News – Today Tonight** (1.117 million). Seven News – Today Tonight wins network – up 70,000 viewers on Nine News 6:30, a 7% audience advantage.
- **Home and Away** (0.806 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 – 31 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.
- **Zumbo's Just Desserts** (0.769 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 25 share in 16-39s.

Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 3% on Nine and up 46% 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 16% on Nine + Go + Gem + Life and up 47% on Ten + One + Eleven in total viewers.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Zumbo's Just Desserts	#4
Seven News – Today Tonight	#2	Seven News	#5
Zumbo's Just Desserts	#5	Seven News – Today Tonight	#7
Home and Away	#8		
16-39s		18-49s	
Zumbo's Just Desserts	#4	Zumbo's Just Desserts	#4
Seven News	#6	Seven News	#7
800 Words	#7	Seven News – Today Tonight	#8
Home and Away	#8	Home and Away	#9
Seven News – Today Tonight	#9		

- **Seven News** (1.190 million). Seven News wins network – up 214,000 viewers on Nine News, a 22% audience advantage.
- **Seven News – Today Tonight** (1.095 million). Seven News – Today Tonight wins network – up 96,000 viewers on Nine News 6:30, a 10% audience advantage.
- **Home and Away** (0.801 million) delivers in all key audience demographics – 25 share in total viewers, 30 share in 16-39s, 28 share in 18-49s and 26 share in 25-54s.
- **Zumbo's Just Desserts** (0.880 million):
 - peaks at 1.134 million
 - defeats The Block and Survivor
 - ranks in Tuesday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 30 share in 16-39s, 30 share in 18-49s and 28 share in 25-54s
- **800 Words** (0.742 million) delivers in all key audience demographics – 26 share in total viewers, 25 share in 16-39s and 25 share in 25-54s.
- **Winners and Losers** (0.411 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 34 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.

Wednesday

- 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 leads Nine + Go + Gem + Life and is up 24% 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 at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#7
Seven News – Today Tonight	#2	Seven News – Today Tonight	#10
16-39s		18-49s	
Home and Away	#7	Home and Away	#9
Seven News	#9	Seven News	#10

- **Seven News** (1.112 million). Seven News wins network – up 179,000 viewers on Nine News, a 19% audience advantage.
- **Seven News – Today Tonight** (1.036 million). Seven News – Today Tonight wins network – up 105,000 viewers on Nine News 6:30, an 11% audience advantage.
- **Home and Away** (0.752 million) delivers in all key audience demographics – 27 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.

Thursday

- Seven wins in news.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- 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	#6
Seven News – Today Tonight	#3	Seven News – Today Tonight	#9
Home and Away	#10	Home and Away	#10
16-39s		18-49s	
Home and Away	#5	Home and Away	#9
Seven News	#8	Seven News	#10

- **Seven News** (1.032 million). Seven News wins network – up 93,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (0.936 million). Seven News – Today Tonight wins network – up 37,000 viewers on Nine News 6:30, a 4% audience advantage.

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 44% on Nine and up 24% on Ten in total viewers.
 - Seven is up 89% on Nine and up 104% on Ten in 16-39s. Seven is up 54% on Nine and up 100% on Ten in 18-49s. Seven is up 43% on Nine and up 95% on Ten in 25-54s.

- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 29% on Nine (Nine + Go + Gem + Life) and up 106% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 49% on Nine and up 80% on Ten in 16-39s. Seven is up 29% on Nine and up 74% on Ten in 18-49s. Seven is up 24% 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	#1
Seven News – Today Tonight	#2	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#5
The Chase	#7	AFL on Seven	#7
AFL on Seven	#9		
16-39s		18-49s	
Better Homes and Gardens	#2	AFL on Seven	#2
AFL on Seven	#3	Better Homes and Gardens	#3
Seven News	#4	Seven News	#5
Seven News – Today Tonight	#6	Seven News – Today Tonight	#8

- **Seven News** (0.997 million). Seven News wins network – up 157,000 viewers on Nine News, a 19% audience advantage.
- **Seven News – Today Tonight** (0.862 million). Seven News – Today Tonight wins network – up 55,000 viewers on Nine News 6:30, a 7% audience advantage.
- **Better Homes and Gardens** (0.700 million – not broadcast in Adelaide) 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 – 31 share in total viewers, 37 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.
- **AFL on Seven: The EJ Whitten Legends Match** 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 and 16-39s.
 - Seven is up 11% on Nine and up 164% on Ten in total viewers.
 - Seven is up 2% on Nine and up 166% on Ten in 16-39s. Seven is up 168% on Ten in 18-49s. Seven is up 151% on Ten in 25-54s.

- 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 1 for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 13% on Nine (Nine + Go + Gem + Life) and up 183% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 8% on Nine and up 170% on Ten in 16-39s. Seven is up 8% on Nine and up 170% on Ten in 18-49s. Seven is up 8% on Nine and up 167% 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	#2	Seven News	#2
AFL on Seven	#7	AFL on Seven	#4
		Weekend Sunrise	#7
		Pirates of the Caribbean	#9
16-39s		18-49s	
AFL on Seven	#3	Seven News	#3
Seven News	#4	AFL on Seven	#4
Pirates of the Caribbean	#8	Pirates of the Caribbean	#8

- **Seven News** (0.851 million). Seven News wins network – up 24,000 viewers on Nine News, a 3% audience advantage.
- **AFL on Seven: Women’s Exhibition Match** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

Live and As-Live Data**Week 36 Primetime Shares**

ABC1:	12.9%
Seven:	19.7%
Nine:	19.8%
Ten:	13.0%
SBS1:	4.8%

ABC2:	3.3%
ABC3:	0.7%
ABC News 24:	1.3%
7TWO:	3.7%
7mate:	3.6%
7flix:	2.2%
GO!:	3.5%
Gem:	2.5%
Life:	1.8%
One:	2.7%
Eleven:	2.5%
SBS2:	0.7%
Food:	0.8%
NITV:	0.2%

Week 36 Combined Multiple Channels Primetime Shares

ABC1:	18.2%
Seven:	29.3%
Nine:	27.6%
Ten:	18.3%
SBS:	6.6%

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