

17 October 2016

Seven Network Ratings Report

Week 42: 9 October – 15 October 2016

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 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 wins in news.

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

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 delivers in the most-watched programmes across Australia.

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|------------------------------|---------------|
| - Seven News – Sunday | 1.729 million |
| - Seven News | 1.527 million |
| - Seven News – Today Tonight | 1.378 million |
| - The X Factor – Sunday | 1.372 million |
| - The Secret Daughter | 1.341 million |
| - The X Factor – Tuesday | 1.312 million |
| - The X Factor – Monday | 1.295 million |
| - Better Homes and Gardens | 1.255 million |



- Home and Away 1.185 million
- Seven News – Saturday 1.157 million
- Martin Clunes: Islands of Australia 1.155 million

Metropolitan and Regional Combined Audiences

Seven wins in breakfast television and morning television across Australia.

- Sunrise = 519,000 vs Today = 456,000
- The Morning Show = 230,000 vs Today Extra = 176,000

Metropolitan and Regional Combined Audiences

Primetime audience demographics for primary channels

6:00pm-midnight Week 42, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.8%	19.4%	13.6%	12.1%	4.7%
16-39s	16.7%	19.7%	18.8%	5.7%	2.6%
18-49s	16.9%	20.5%	18.8%	6.2%	2.8%
25-54s	17.5%	20.7%	17.8%	7.1%	3.3%

Primetime audience demographics for digital channels

6:00pm-midnight Week 42, 2016				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.5%	1.2%	1.5%	1.6%
7mate	3.4%	4.6%	4.5%	4.2%
7flix	2.1%	2.5%	2.4%	2.4%
GO!	5.0%	7.3%	6.6%	5.9%
Gem	2.5%	2.1%	2.0%	2.2%
Life	2.0%	2.2%	2.5%	2.6%
One	3.1%	2.6%	2.9%	3.2%
Eleven	2.5%	5.2%	4.1%	3.5%
ABC2	3.2%	4.1%	3.5%	3.2%
ABC3	0.6%	0.4%	0.4%	0.3%
ABC News 24	1.5%	1.1%	1.4%	1.4%
SBS2	0.8%	1.2%	1.0%	1.1%
NITV	0.1%	0.1%	0.1%	0.1%
Food	1.2%	1.9%	1.7%	1.8%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 42, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	27.7%	28.9%	19.2%	17.4%	6.8%
16-39s	25.0%	31.3%	26.6%	11.2%	5.8%
18-49s	25.4%	31.6%	25.8%	11.5%	5.7%
25-54s	25.8%	31.4%	24.5%	12.1%	6.3%

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 news.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#9
The X Factor	#7		
16-39s		18-49s	
The X Factor	#9	The X Factor	#9
		Seven News	#10

- **Seven News** (1.121 million). Seven News wins network – up 33,000 viewers on Nine News, a 3% audience advantage.
- **The X Factor** (0.914 million) peaks at 1.214 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s and 18-49s – 26 share in total viewers.

Monday

- Seven wins in news.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix leads Nine + Go + Gem + Life and is up 32% 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 in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on recorded viewing.
 - On recorded viewing over the past seven days, The Secret Daughter climbs 21% to deliver a metropolitan markets audience of 1.091 million. The X Factor adds 6.6% in audience on recorded viewing.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	The X Factor	#5
Seven News – Today Tonight	#4	The Secret Daughter	#7
The X Factor	#7		
The Secret Daughter	#8		
16-39s		18-49s	
The X Factor	#4	The X Factor	#4
The Secret Daughter	#5	The Secret Daughter	#6
Home and Away	#7		

- **Seven News** (1.025 million). Seven News wins network – up 35,000 viewers on Nine News, a 4% audience advantage.
- **Home and Away** (0.705 million) delivers in all key audience demographics.
- **The X Factor** (0.833 million) peaks at 1.111 million and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers.
- **The Secret Daughter** (0.831 million) peaks at 1.026 million, wins its timeslot and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 25 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.

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 81% on Ten.
- 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 recorded viewing.
 - On recorded viewing over the past seven days, Home and Away adds 8.7%, The X Factor adds 5.0% and 800 Words adds 24% in audience across metropolitan markets.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News – Today Tonight	#1	The X Factor	#2
Seven News	#2	Seven News – Today Tonight	#5
The X Factor	#7	Home and Away	#8
Home and Away	#9	Seven News	#9
16-39s		18-49s	
The X Factor	#2	The X Factor	#2
Home and Away	#4	Home and Away	#5
Seven News – Today Tonight	#7	Seven News – Today Tonight	#9
Seven News	#8	Seven News	#10

- **Seven News** (1.004 million). Seven News wins network – up 94,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (1.023 million). Seven News – Today Tonight wins network – up 123,000 viewers on Nine News 6:30, a 14% audience advantage.
- **Home and Away** (0.734 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes in total viewers, 16-39s, 18-49s and 25-54s – 34 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s.
- **The X Factor** (0.838 million) peaks at 1.050 million and is one of Tuesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s – 29 share in total viewers, 29 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.
- **Cold Feet** (0.612 million) wins its timeslot – 29 share in total viewers.

Wednesday

- 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 wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven builds on recorded viewing.
 - On recorded viewing over the past seven days, Home and Away adds 7.8% and Blindspot adds 39% and 90% in audience across its two episodes
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#5
Seven News – Today Tonight	#2	Seven News – Today Tonight	#8
Home and Away	#10	Home and Away	#9
16-39s		18-49s	
Home and Away	#4	Home and Away	#6
The Big Music Quiz	#7	The Big Music Quiz	#7
Seven News – Today Tonight	#8	Seven News	#9
Seven News	#9		

- **Seven News** (1.011 million). Seven News wins network – up 167,000 viewers on Nine News, a 20% audience advantage.
- **Seven News – Today Tonight** (0.955 million). Seven News – Today Tonight wins network – up 41,000 viewers on Nine News 6:30, a 4% audience advantage.
- **Home and Away** (0.724 million) delivers in all key audience demographics – 31 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.

Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers.
- 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 on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix is up 3% on Nine + Go + Gem + Life and up 39% on Ten + One + Eleven in total viewers.
- 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 recorded viewing.
 - On recorded viewing over the past seven days, Home and Away adds 9.1% in audience across metropolitan markets.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#7
Seven News – Today Tonight	#3		
Home and Away	#10		
16-39s		18-49s	
Home and Away	#7	Seven News	#6
Make You Laugh Out Loud	#8	Home and Away	#7
Seven News	#9	Make You Laugh Out Loud	#10

- **Seven News** (0.936 million). Seven News wins network – up 133,000 viewers on Nine News, a 17% audience advantage.
- **Seven News – Today Tonight** (0.822 million). Seven News – Today Tonight wins network – up 18,000 viewers on Nine News 6:30, a 2% audience advantage.
- **Home and Away** (0.623 million) delivers in all key audiences – 25 share in 16-39s and 25 share in 18-49s.
- **Make You Laugh Out Loud** (0.497 million) ranks in Thursday’s top ten most-watched programmes for 16-39s and 18-49s.
- **Thursday Night At The Movies: Captain America: The First Avenger** (0.344 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 33 share in 16-39s, 32 share in 18-49s and 33 share in 25-54s.

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 60% on Nine and up 76% on Ten in total viewers.
 - Seven is up 19% on Nine and up 7% on Ten in 16-39s. Seven is up 32% on Nine and up 5% on Ten in 18-49s. Seven is up 42% on Nine and up 13% 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 77% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 6% on Nine and up 35% on Ten in 16-39s. Seven is up 7% on Nine and up 32% on Ten in 18-49s. Seven is up 15% on Nine and up 36% 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 builds on recorded viewing.
 - On recorded viewing over the past seven days, Better Homes and Gardens adds 7.0% and Martin Clunes: Islands of Australia adds 108,000 viewers (a 15% gain) across metropolitan markets.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
Seven News – Today Tonight	#3	Better Homes and Gardens	#4
Better Homes and Gardens	#4	Seven News – Today Tonight	#5
Martin Clunes	#6	Martin Clunes	#9
The Chase	#9		
16-39s		18-49s	
Better Homes and Gardens	#2	Better Homes and Gardens	#2
Seven News – Today Tonight	#6	Seven News	#7
Martin Clunes	#7	Seven News – Today Tonight	#8
		Martin Clunes	#9

- **Seven News** (0.894 million). Seven News wins network – up 103,000 viewers on Nine News, a 13% audience advantage.
- **Better Homes and Gardens** (0.803 million) peaks at 1.058 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is one of Friday’s top two most-watched programmes in all key audiences – 33 share in total viewers, 33 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- **Martin Clunes: Islands of Australia** (0.749 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 38 share in total viewers, 37 share in 16-39s, 34 share in 18-49s and 33 share in 25-54s..
- **Selling Houses Australia** (0.427 million) wins in total viewers and delivers in all key audience demographics – 32 share in total viewers, 27 share in 16-39s, 31 share in 18-49s and 32 share in 25-54s.

Saturday

- Seven wins in news.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#3
Thor	#7	Thor	#4
		The Incredible Hulk	#9
16-39s		18-49s	
Thor	#2	Seven News	#3
Seven News	#4	Thor	#4
The Incredible Hulk	#7	The Incredible Hulk	#9

- **Seven News** (0.798 million). Seven News wins network – up 38,000 viewers on Nine News, a 5% audience advantage.
- **Saturday Night At The Movies: Thor** (0.443 million – not broadcast in Perth) delivers in all key audience demographics – 31 share in 16-39s, 29 share in 18-49s and 30 share in 25-54s.
- **Saturday Night At The Movies: The Incredible Hulk** (0.234 million – not broadcast in Perth) delivers in all key audience demographics – 27 share in 16-39s, 26 share in 18-49s and 27 share in 25-54s.

Live and As-Live Data

Week 42 Primetime Shares

ABC1:	12.1%
Seven:	18.8%
Nine:	19.4%
Ten:	13.6%
SBS1:	4.7%

ABC2:	3.2%
ABC3:	0.6%
ABC News 24:	1.5%
7TWO:	3.5%
7mate:	3.4%
7flix:	2.1%
GO!:	5.0%
Gem:	2.5%
Life:	2.0%
One:	3.1%
Eleven:	2.5%
SBS2:	0.8%
Food:	1.2%
NITV:	0.1%

Week 42 Combined Multiple Channels Primetime Shares

ABC1:	17.4%
Seven:	27.7%
Nine:	28.9%
Ten:	19.2%
SBS:	6.8%

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