

7 November 2016

Seven Network Ratings Report

Week 45: 30 October – 5 November 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.

The Melbourne Cup dominates all screens

- The Melbourne Cup peaks at 2.955 million in-home viewers.
- Beyond in-home viewing on television, Seven delivers 575,000 streams across the day.

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 wins in breakfast television and morning television across Australia

- Sunrise = 538,000 vs Today = 448,000
 - The Morning Show = 245,000 vs Today Extra = 175,000
- Metropolitan and Regional Combined Audiences

Seven delivers in the most-watched programmes across Australia

- The Melbourne Cup – Race 2.906 million
- The Melbourne Cup – Race Presentations 2.298 million
- The Melbourne Cup – The Mounting Yard 1.998 million
- Seven News – Sunday 1.549 million
- Seven News 1.538 million
- Seven News – Today Tonight 1.480 million
- Seven News – Saturday 1.273 million
- Better Homes and Gardens 1.218 million
- Beach Cops 1.207 million
- First Dates 1.204 million
- Home and Away 1.195 million
- The Secret Daughter 1.181 million
- The Melbourne Cup – Afternoon 1.161 million
- Highway Patrol 1.160 million
- Beach Cops – Episode 2 1.117 million
- The X Factor – Sunday 1.092 million
- The X Factor – Monday 1.008 million

Metropolitan and Regional Combined Audiences

Primetime audience demographics for primary channels

6:00pm-midnight Week 45, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.3%	20.2%	10.5%	12.8%	4.7%
16-39s	17.2%	21.5%	12.8%	5.3%	2.4%
18-49s	17.3%	22.1%	13.0%	5.9%	3.0%
25-54s	18.3%	21.6%	12.9%	6.6%	3.3%

Primetime audience demographics for digital channels

6:00pm-midnight Week 45, 2016				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.2%	2.0%	2.2%	2.4%
7mate	4.0%	6.1%	5.8%	5.3%
7flix	2.5%	3.9%	3.4%	3.1%
GO!	5.0%	7.7%	6.8%	6.2%
Gem	3.1%	3.2%	2.9%	2.8%
Life	2.0%	2.2%	2.4%	2.4%
One	3.2%	2.5%	2.9%	3.4%
Eleven	2.8%	4.9%	4.5%	4.0%
ABC2	2.8%	3.4%	3.0%	2.8%
ABC Me	0.7%	0.7%	0.6%	0.5%
ABC News 24	1.5%	1.1%	1.4%	1.4%
SBS2	0.8%	1.2%	1.3%	1.2%
NITV	0.1%	0.1%	0.1%	0.1%
Food	0.9%	1.7%	1.5%	1.5%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 45, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.0%	30.2%	16.4%	17.8%	6.6%
16-39s	29.2%	34.7%	20.2%	10.5%	5.3%
18-49s	28.8%	34.2%	20.4%	10.8%	5.9%
25-54s	29.1%	33.1%	20.3%	11.4%	6.2%

FTA Channels and Total TV

Copyright Ozdam 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.
- Seven builds on recorded viewing.
 - On recorded viewing over the past seven days, The X Factor adds 4.3% in audience on recorded viewing across metropolitan markets.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#4
The X Factor	#7	The X Factor	#5
Sunday Night	#9	Sunday Night	#7
16-39s		18-49s	
The X Factor	#5	Seven News	#4
Seven News	#6	The X Factor	#5
Sunday Night	#7	Sunday Night	#8

- **Seven News** (0.997 million).
- **The X Factor** (0.676 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in news.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix leads Nine + Go + Gem + life and is up 59% 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 in metropolitan markets, Home and Away adds 9.0%, The X Factor adds 5.0% and The Secret Daughter adds 24.9% in audience.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News – Today Tonight	#1	Seven News – Today Tonight	#4
Seven News	#2	Seven News	#5
Home and Away	#9	The Secret Daughter	#6
		Home and Away	#7
		The X Factor	#10
16-39s		18-49s	
Home and Away	#3	Home and Away	#4
The Secret Daughter	#4	The Secret Daughter	#8
The X Factor	#6	Seven News – Today Tonight	#8
Seven News – Today Tonight	#8		

- **Seven News** (1.000 million). Seven News wins network – up 110,000 viewers on Nine News, a 12% audience advantage.
- **Seven News – Today Tonight** (1.008 million). Seven News – Today Tonight wins network – up 123,000 viewers on Nine News 6:30, a 14% audience advantage.
- **Home and Away** (0.711 million) delivers in all key audience demographics 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, 33 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.
- **The X Factor** (0.616 million) ranks in Monday's top ten most-watched programmes for 16-39s and 25-54s.
- **The Secret Daughter** (0.691 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 26 share in total viewers 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.
- 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 2% on Nine (Nine + Go + Gem + Life) and up 83% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 4% on Nine and up 47% on Ten in 16-39s. Seven is up 6% on Nine and up 49% on Ten in 18-49s. Seven is up 5% on Nine and up 45% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- The Melbourne Cup peaks at 2.955 million in-home viewers. Seven delivers 575,000 streams across the day.
- 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 6.9% and Cold Feet adds 34.1% and 28.5% in audience across its two episodes in metropolitan markets.
- Seven scores in the most-watched programmes:

All People

The Melbourne Cup – Race	#1
The Melbourne Cup – Presentations	#2
The Melbourne Cup – Mounting Yard	#3
Seven News	#4
Seven News – Today Tonight	#5
The Melbourne Cup – Afternoon	#10

25-54s

The Melbourne Cup – Race	#1
The Melbourne Cup – Presentations	#2
The Melbourne Cup – Mounting Yard	#4
First Dates	#5
Seven News	#6
Seven News – Today Tonight	#7
The Melbourne Cup – Mounting Yard	#9

16-39s

The Melbourne Cup – Race	#1
The Melbourne Cup – Presentations	#2
The Melbourne Cup – Mounting Yard	#3
First Dates	#4
The Melbourne Cup – Afternoon	#5
Seven News – Today Tonight	#7
Seven News	#8
Home and Away	#9

18-49s

The Melbourne Cup – Race	#1
The Melbourne Cup – Presentations	#2
First Dates	#4
The Melbourne Cup – Mounting Yard	#5
Seven News	#6
Seven News – Today Tonight	#7
The Melbourne Cup – Afternoon	#9
Home and Away	#10

- **Seven News** (1.221 million). Seven News wins network – up 364,000 viewers on Nine News, a 42% audience advantage.
- **Seven News – Today Tonight** (1.169 million). Seven News wins network – up 314,000 viewers on Nine News 6:30, a 37% audience advantage.
- **Home and Away** (0.754 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 25 share in total viewers, 33 share in 16-39s, 30 share in 18-49s and 27 share in 25-54s.

- **First Dates** (0.798 million) wins in 16-39s and ranks in Tuesday's top five most-watched programmes for 16-39s, 18-49s and 25-54s – 26 share in total viewers, 36 share in 16-39s, 35 share in 18-49s and 36 share in 25-54s.
- **Gold Coast Medical** (0.609 million) delivers in all key audiences – 26 share in total viewers, 27 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.

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 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 8.4% and Blindspot adds 116.1% in audience.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Beach Cops	#3
Seven News – Today Tonight	#3	Beach Cops	#4
Highway Patrol	#9	Highway Patrol	#5
Beach Cops	#10	Seven News	#8
		Seven News – Today Tonight	#10
16-39s		18-49s	
Beach Cops	#3	Beach Cops	#3
Beach Cops	#4	Beach Cops	#4
Home and Away	#5	Highway Patrol	#5
Highway Patrol	#6	Home and Away	#7

- **Seven News** (0.971 million). Seven News wins network – up 44,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (0.942 million). Seven News – Today Tonight wins network – up 33,000 viewers on Nine News 6:30, a 4% audience advantage.
- **Home and Away** (0.694 million) delivers in all key audiences – 32 share in 16-39s, 30 share in 18-49s and 27 share in 25-54s.
- **Highway Patrol** (0.742 million) ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 25 share in 16-39s, 26 share in 18-49s and 27 share in 25-54s.
- **Beach Cops** (0.731 million) ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in 25-54s.
- **Beach Cops** (0.700 million) ranks in Wednesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 25 share in total viewers, 26 share in 16-39s, 25 share in 18-49s and 26 share in 25-54s.
- **Ramsay's Hotel Hell** (0.432 million) delivers in all key audience demographics – 29 share in 16-39s, 27 share in 18-49s and 28 share in 25-54s.

Thursday

- Seven wins in news.
- 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 7.5% and Fury adds 14.8% in audience.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News – Today Tonight	#1	Seven News – Today Tonight	#3
Seven News	#2	Seven News	#4
Home and Away	#6	Home and Away	#5
The Chase	#10	Sex Tape	#9
16-39s		18-49s	
Home and Away	#3	Home and Away	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#4
Sex Tape	#7	Seven News	#6
Seven News	#9	Sex Tape	

- **Seven News** (1.007 million). Seven News wins network – up 82,000 viewers on Nine News, a 9% audience advantage.
- **Seven News – Today Tonight** (0.942 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.694 million) delivers in all key audiences – 26 share in total viewers, 27 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.
- **Thursday Night At The Movies: Sex Tape** (0.342 million) ranks in Thursday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s and delivers in all key audiences – 30 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.

Friday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 27% on Nine and up 69% on Ten.
- 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 11% on Nine + Go + Gem + Life and up 71% 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 builds on recorded viewing.
 - On recorded viewing over the past seven days, Better Homes and Gardens adds 3.4% and Maleficent adds 9.6% across metropolitan markets.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News – Today Tonight	#1	Seven News – Today Tonight	#3
Seven News	#2	Seven News	#4
Better Homes and Gardens	#4	Better Homes and Gardens	#5
The Chase	#6	The Proposal	#8
The Proposal	#10		
16-39s		18-49s	
The Proposal	#6	Seven News – Today Tonight	#3
Seven News – Today Tonight	#8	Seven News	#4
Better Homes and Gardens	#9	Better Homes and Gardens	#7
Seven News	#10	The Proposal	#9

- Seven News** (0.939 million). Seven News wins network – up 80,000 viewers on Nine News, a 9% audience advantage.
- Seven News – Today Tonight** (1.004 million). Seven News – Today Tonight wins network.
- Better Homes and Gardens** (0.772 million) 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 and 27 share in 25-54s.
- Friday Night At The Movies: The Proposal** (0.486 million) wins in 16-39s, 18-49s and 25-54s – 31 share in total viewers, 33 share in 16-39s, 32 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 16-39s and 18-49s.
- 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	#3
		Spider-Man 2	#5
		Weekend Sunrise	#10
16-39s		18-49s	
Spider-Man 2	#5	Seven News	#5
Seven News	#7	Spider-Man 2	#6
Jumanji on 7flix	#10		

- Seven News** (0.861 million). Seven News wins network – up 102,000 viewers on Nine News, a 13% audience advantage.
- Saturday Night At The Movies: Spider-Man 2** (0.390 million) delivers in all key audiences – 34 share in 16-39s, 32 share in 18-49s and 33 share in 25-54s.

Live and As-Live Data**Week 45 Primetime Shares**

ABC1:	12.8%
Seven:	18.3%
Nine:	20.2%
Ten:	10.5%
SBS1:	4.7%

ABC2:	2.8%
ABC Me:	0.7%
ABC News 24:	1.5%
7TWO:	4.2%
7mate:	4.0%
7flix:	2.5%
GO!:	5.0%
Gem:	3.1%
Life:	2.0%
One:	3.2%
Eleven:	2.8%
SBS2:	0.8%
Food:	0.9%
NITV:	0.1%

Week 45 Combined Multiple Channels Primetime Shares

ABC1:	17.8%
Seven:	29.0%
Nine:	30.2%
Ten:	16.4%
SBS:	6.6%

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