

28 November 2016

Seven Network Ratings Report

Week 48: 20 November – 26 November 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 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 in breakfast television and morning television across Australia

- Sunrise = 555,000 vs Today = 465,000
- The Morning Show = 266,000 vs Today Extra = 163,000

Seven wins at 5:30pm

- The Chase leads Hot Seat.

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 delivers in the most-watched programmes across Australia

-	Seven News	1.617 million
-	Seven News – Today Tonight	1.492 million
-	Seven News – Sunday	1.445 million
-	Seven News – Saturday	1.313 million
-	Sunday Night	1.266 million
-	The X Factor – Monday	1.223 million
-	Home and Away	1.147 million
-	First Dates	1.119 million
-	Better Homes and Gardens	1.118 million
-	The X Factor – Sunday	1.055 million

Metropolitan and Regional Combined Audiences

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 7% on Nine and up 115% 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, 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 125% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 28% on Nine and up 89% on Ten in 16-39s. Seven is up 18% on Nine and up 89% on Ten in 18-49s. Seven is up 11% on Nine and up 100% on Ten in 25-54s.
- 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% and Sunday Night adds 3.0% in audience across metropolitan markets.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#3
Sunday Night	#3	The X Factor	#5
The X Factor	#6	Sunday Night	#7
		The Big Bang Theory	#10
16-39s		18-49s	
The X Factor	#6	The X Factor	#6
Seven News	#7	Seven News	#7
Sunday Night	#8	Sunday Night	#8
The Big Bang Theory	#9	The Big Bang Theory	#10

- **Seven News** (0.963 million). Seven News wins network – up 130,000 viewers on Nine News, a 15% audience advantage.
- **Sunday Night** (0.771 million) wins its timeslot, delivers more viewers than 60 Minutes and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 27 share in 18-49s and 29 share in 25-54s.
- **The X Factor** (0.660 million) wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 30 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers and 25-54s.
 - Seven is up 9% on Nine and up 37% on Ten in total viewers.
 - Seven is up 28% on Nine in 16-39s. Seven is up 13% on Nine in 18-49s. Seven is up 10% on Nine and up 3% 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 one for total viewers and 18-49s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 15% on Nine (Nine + Go + Gem + Life) and up 56% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 8% on Nine in 16-39s. Seven is up 3% on Nine and up 4% on Ten in 18-49s. Seven is up 13% 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 with The Chase.

- Seven builds on recorded viewing.
 - On recorded viewing over the past seven days in metropolitan markets, Home and Away adds 7.7% in audience.

- Seven scores in the most-watched programmes:

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

- **Seven News** (1.045 million). Seven News wins network – up 133,000 viewers on Nine News, a 15% audience advantage.
- **Seven News – Today Tonight** (1.040 million). Seven News – Today Tonight wins network – up 124,000 viewers on Nine News 6:30, a 14% audience advantage.
- **Home and Away** (0.706 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 30 share in 16-39s, 29 share in 18-49s and 26 share in 25-54s.
- **The X Factor** (0.752 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 total viewers, 26 share in 18-49s and 27 share in 25-54s.

Tuesday

- Seven wins in news.
- First Dates is Tuesday's number one most-watched programme for 16-39s, 18-49s and 25-54s.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 22% on Nine and up 52% on Ten in total viewers.
 - Seven is up 51% on Nine and up 70% on Ten in 16-39s. Seven is up 46% on Nine and up 48% on Ten in 18-49s. Seven is up 39% on Nine and up 60% 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 20% on Nine (Nine + Go + Gem + Life) and up 69% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 51% on Nine and up 79% on Ten in 16-39s. Seven is up 46% on Nine and up 62% on Ten in 18-49s. Seven is up 36% on Nine and up 75% 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.
- Seven builds on recorded viewing.
 - On recorded viewing over the past seven days, Home and Away adds 9.4%, First Dates adds 7.7%, and Cold Feet adds 73.5% and 43.5% across its two episodes in audience in metropolitan markets.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	First Dates	#1
Seven News – Today Tonight	#2	First Dates UK	#2
First Dates	#6	Seven News – Today Tonight	#5
Home and Away	#10	Seven News	#6
16-39s		18-49s	
First Dates	#1	First Dates	#1
First Dates UK	#2	First Dates UK	#2
Seven News – Today Tonight	#7	Seven News – Today Tonight	#8
Ramsay’s Hotel Hell	#8	Seven News	#9
Home and Away	#9	Home and Away	#10
Seven News	#10		

- **Seven News** (1.074 million). Seven News wins network – up 171,000 viewers on Nine News, a 19% audience advantage.
- **Seven News – Today Tonight** (1.005 million). Seven News – Today Tonight wins network – up 138,000 viewers on Nine News 6:30, a 16% audience advantage.
- **Home and Away** (0.666 million) delivers in all key audiences – 27 share in total viewers, 26 share in 18-49s and 25 share in 25-54s.
- **First Dates** (0.766 million) dominates in all key audiences and is Tuesday’s most-watched programme for 16-39s, 18-49s and 25-54s – 30 share in total viewers, 41 share in 16-39s, 40 share in 18-49s and 39 share in 25-54s.
- **First Dates UK** (0.577 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks only behind First Dates as Tuesday’s most-watched programme in all key audiences – 30 share in total viewers, 44 share in 16-39s, 42 share in 18-49s and 40 share in 25-54s.
- **Ramsay’s Hotel Hell** (0.325 million) wins in 16-39s, 18-49s and 25-54s – 27 share in total viewers, 42 share in 16-39s, 38 share in 18-49s and 36 share in 25-54s.

Wednesday

- Seven wins in news.
- First Dates is Wednesday’s number one most-watched programme for 16-39s, 18-49s and 25-54s.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 19% on Nine and up 14% 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, 16-39s, 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 37% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 61% on Nine and up 2% on Ten in 16-39s. Seven is up 52% on Nine and up 7% on Ten in 18-49s. Seven is up 42% on Nine and up 17% 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, Home and Away adds 6.3%. First Dates adds 8.7%, Ramsay's Hotel Hell adds 9.2% and Blindspot adds 46.8% and 68.6% across its two episodes in audience.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.009 million). Seven News wins network – up 192,000 viewers on Nine News, a 24% audience advantage.
- **Seven News – Today Tonight** (1.007 million). Seven News – Today Tonight wins network – up 204,000 viewers on Nine News 6:30, a 25% audience advantage.
- **Home and Away** (0.673 million) delivers in all key audiences and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 30 share in 16-39s, 30 share in 18-49s and 29 share in 25-54s.
- **First Dates** (0.663 million) dominates in all key audiences and is Wednesday's number one most-watched programme for 16-39s, 18-49s and 25-54s – 25 share in total viewers, 35 share in 16-39s, 35 share in 18-49s and 32 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.
 - 7mate is the most-watched digital channel for 16-39s.
- Seven builds on recorded viewing.
 - On recorded viewing over the past seven days, Home and Away adds 8.8% and Australia's Cheapest Weddings adds 6.9% and 7.6% in audience across metropolitan markets.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.083 million). Seven News wins network – up 167,000 viewers on Nine News, an 18% audience advantage.
- **Seven News – Today Tonight** (1.060 million). Seven News – Today Tonight wins network.

Friday

- Seven wins in news.
- 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 7.0% in audience in metropolitan markets.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.025 million). Seven News wins network – up 193,000 viewers on Nine News, a 23% audience advantage.
- **Seven News – Today Tonight** (0.973 million) wins network.
- **Better Homes and Gardens** (0.741 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 – 29 share in total viewers and 26 share in 25-54s.
- **Friday Night At The Movies: Love Actually** (0.459 million) delivers in all key audiences and ranks in Sunday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 30 share in total viewers, 33 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.

Saturday

- Seven wins in news.
- 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	#5
Willy Wonka	#10	Willy Wonka	#7
16-39s		18-49s	
Willy Wonka	#6	Seven News	#5
Seven News	#8	Willy Wonka	#8
Dumb and Dumber To	#9		
- **Seven News** (0.921 million). Seven News wins network – up 102,000 viewers on Nine News, a 12% audience advantage.
- **Saturday Night At The Movies: Willy Wonka and the Chocolate Factory** (0.386 million) delivers in all key audiences – 29 share in 16-39s and 25 share in 25-54s,

Live and As-Live Data**Week 48 Primetime Shares**

ABC1:	12.1%
Seven:	18.9%
Nine:	19.4%
Ten:	11.9%
SBS1:	4.3%

ABC2:	2.5%
ABC Me:	0.6%
ABC News 24:	1.5%
7TWO:	4.2%
7mate:	4.3%
7flix:	2.7%
GO!:	5.5%
Gem:	2.7%
Life:	2.0%
One:	2.8%
Eleven:	2.4%
SBS2:	0.9%
Food:	1.1%
NITV:	0.1%

Week 48 Combined Multiple Channels Primetime Shares

ABC1:	16.7%
Seven:	30.1%
Nine:	29.7%
Ten:	17.2%
SBS:	6.4%

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