

30 May 2016

## Seven Network Ratings Report

Week 22: 22 May – 28 May 2016



### Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers.
- Seven is number 1 for 25-54s and 16-54s.

### Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combines to be number one for in total viewers and 16-39s on the combined audiences of all multiple channels.

### Seven wins in news.

- Seven News leads Nine News.

### Seven wins at 5:30pm.

- The Chase leads Hot Seat.

### Seven wins in breakfast television and morning television across Australia.

- Sunrise = 554,000 vs Today = 505,000
- The Morning Show = 252,000 vs Today Extra = 186,000

### Seven delivers in the most-watched programmes across Australia.

- |                              |               |
|------------------------------|---------------|
| - Seven News – Sunday        | 2.096 million |
| - Seven News                 | 1.734 million |
| - House Rules – Sunday       | 1.689 million |
| - Seven News – Today Tonight | 1.484 million |
| - Seven News – Saturday      | 1.411 million |
| - House Rules – Wednesday    | 1.392 million |
| - Home and Away              | 1.272 million |
| - House Rules – Monday       | 1.266 million |
| - House Rules – Tuesday      | 1.261 million |
| - Seven Year Switch          | 1.206 million |
| - The Chase                  | 1.164 million |
| - Better Homes and Gardens   | 1.162 million |

Metropolitan and Regional Combined Audiences

### **Seven delivers across the week.**

- House Rules peaks at 1.275 million, delivers in all key audience demographics, and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night ranks in Sunday's top ten most-watched programmes for total viewers and 25-54s.
- House Rules ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Seven Year Switch is one of Monday's top four most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Kiss Bang Love delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for 16-39s and 18-49s.
- House Rules delivers in all key audience demographics and is one of Wednesday's top three most-watched programmes for 16-39s and 18-49s.
- 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: 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 22, 2016**

<b>Audience shares</b>	<b>Seven</b>	<b>Nine</b>	<b>Ten</b>	<b>ABC</b>	<b>SBS</b>
All People	19.2%	18.1%	15.1%	12.4%	5.0%
16-39s	19.6%	16.4%	21.7%	4.7%	2.5%
18-49s	18.9%	18.2%	19.9%	5.7%	3.3%
25-54s	19.3%	18.6%	18.7%	6.5%	3.7%

**Primetime audience demographics for digital channels**

**6:00pm-midnight Week 22, 2016**

<b>Audience shares</b>	<b>Total</b>	<b>16-39s</b>	<b>18-49s</b>	<b>25-54s</b>
7TWO	4.3%	1.3%	1.7%	2.1%
7mate	3.7%	5.6%	5.4%	5.0%
7flix	1.3%	2.1%	2.0%	1.8%
GO!	4.5%	6.2%	5.7%	5.3%
Gem	2.4%	2.1%	2.0%	2.1%
Life	2.3%	3.3%	3.4%	3.5%
One	2.6%	2.3%	2.7%	3.0%
Eleven	2.4%	4.6%	4.0%	3.5%
ABC2	3.0%	3.2%	2.9%	2.8%
ABC3	0.7%	0.5%	0.5%	0.4%
ABC News 24	1.2%	0.9%	1.2%	1.2%
SBS2	0.7%	1.0%	1.0%	1.0%
NITV	0.2%	0.3%	0.2%	0.1%
Food	0.8%	1.7%	1.5%	1.4%

**Primetime audience demographics for combined audiences of all channels.**

**6:00pm-midnight Week 22, 2016**

<b>Audience shares</b>	<b>Seven</b>	<b>Nine</b>	<b>Ten</b>	<b>ABC</b>	<b>SBS</b>
All People	28.5%	27.2%	20.1%	17.3%	6.8%
16-39s	28.7%	27.9%	28.6%	9.3%	5.5%
18-49s	27.9%	29.2%	26.6%	10.3%	6.0%
25-54s	28.2%	29.5%	25.2%	10.9%	6.2%

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 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	Seven News	#2
House Rules	#4	House Rules	#5
Sunday Night	#10	Sunday Night	#9

  

16-39s		18-49s	
Seven News	#3	Seven News	#3
House Rules	#5	House Rules	#5
		Sunday Night	#9
- **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** (1.442 million). Seven News wins network – up 241,000 viewers on Nine News, a 20% audience advantage.
- **House Rules** (1.030 million):
  - peaks at 1.275 million
  - delivers in all key audience demographics and ranks in Sunday's top five most-watched programmes for total viewers, 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.
- **Sunday Night** (0.598 million) ranks in Sunday's top ten most-watched programmes for total viewers and 25-54s.

### Monday

- Seven wins in news.
- Seven wins in 25-54s in primetime on primary channels.
  - Seven is up 2% on Nine and up 8% on Ten in 25-54s.
- 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 18-49s in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number one for 18-49s on the combined audiences of all channels.
- 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Seven Year Switch	#3
Seven News – Today Tonight	#6	House Rules	#6
House Rules	#8	Seven News	#8
Home and Away	#10	Seven News – Today Tonight	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven Year Switch	#3	Seven Year Switch	#4
House Rules	#6	House Rules	#5
Home and Away	#7	Seven News	#8
Seven News- Today Tonight	#10	Seven News – Today Tonight	#9

- **Seven News** (1.144 million). Seven News wins network – up 15,000 viewers on Nine News.
- **Home and Away** (0.785 million) ranks in Monday's top ten most-watched programmes for total viewers, 16-39s and 18-49s – 29 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.
- **House Rules** (0.801 million) ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Seven Year Switch** (0.785 million) is one of Monday's top four most-watched programmes for 16-39s, 18-49s and 25-54s – 28 share in total viewers, 38 share in 16-39s, 34 share in 18-49s and 33 share in 25-54s.

## Tuesday

- 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 2% on Nine + Go + Gem + Life and up 15% on Ten + One + Eleven in total viewers.
- 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 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Seven News	#7
Seven News – Today Tonight	#6	House Rules	#10
Home and Away	#9		
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#3	House Rules	#7
Kiss Bang Love	#4	Kiss Bang Love	#9
Home and Away	#6		

- **Home and Away** (0.799 million) delivers in all key audience demographics – 26 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.
- **House Rules** (0.746 million) ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Kiss Bang Love** (0.513 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for 16-39s and 18-49s – 31 share in 16-39s, 29 share in 18-49s and 28 share in 25-54s.

### Wednesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: up 17% on Nine and up 19% on Ten.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in primetime 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 18% on Nine + Go + Gem + Life and up 28% on Ten + One + Eleven in total viewers.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#3
Seven News – Today Tonight	#2	Seven News – Today Tonight	#4
House Rules	#8	House Rules	#5
Home and Away	#9	Home and Away	#10
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#3	House Rules	#3
Home and Away	#5	Seven News – Today Tonight	#5
Seven News – Today Tonight	#6	Seven News	#6
Seven News	#7	Home and Away	#9
		Criminal Minds	#10

- **Seven News** (1.140 million). Seven News wins network – up 121,000 viewers on Nine News, a 12% audience advantage.
- **Seven News – Today Tonight** (1.061 million). Seven News – Today Tonight wins network – up 95,000 viewers on Nine News 6:30, a 10% audience advantage.
- **Home and Away** (0.770 million) delivers in all key audience demographics and ranks in Wednesday's top ten programmes for total viewers, 16-39s, 18-49s and 25-54s – 32 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.
- **House Rules** (0.834 million) delivers in all key audience demographics and is one of Wednesday's top three most-watched programmes for 16-39s and 18-49s – 26 share in total viewers, 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.
  - 7TWO is the most-watched digital channel for total viewers.
  - 7mate is the most-watched digital channel for 16-39s and 18-49s.
- 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News	#5
Seven News – Today Tonight	#4	Seven News – Today Tonight	#8
Home and Away	#9	Home and Away	#9
The Chase	#10		
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#4	Seven News	#7
Seven News	#7	Home and Away	#8
Seven News – Today Tonight	#9	Seven News – Today Tonight	#9

- **Seven News** (1.088 million). Seven News wins network – up 29,000 viewers on Nine News, a 3% audience advantage.
- **Seven News – Today Tonight** (1.011 million). Seven News – Today Tonight wins network – up 28,000 viewers on Nine News 6:30, a 3% 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 33% on Nine and up 72% on Ten in total viewers.
  - Seven is up 41% on Nine and up 39% on Ten in 16-39s. Seven is up 27% on Nine and up 30% on Ten in 18-49s. Seven is up 28% on Nine and up 32% on Ten in 25-54s.
- Seven wins in primetime 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 17% on Nine (Nine + Go + Gem + Life) and up 78% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 2% on Nine and up 46% on Ten in 16-39s. Seven ties with Nine and is up 39% on Ten in 18-49s. Seven is up 3% on Nine and up 38% 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#2
Seven News – Today Tonight	#4	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#8
The Chase	#7		
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#1	Seven News	#1
Seven News – Today Tonight	#2	Seven News – Today Tonight	#2
Better Homes and Gardens	#9	Better Homes and Gardens	#9
AFL on Seven	#10	AFL on Seven	#10

- Seven News** (1.009 million). Seven News wins network – up 33,000 viewers on Nine News, a 3% audience advantage.
- Better Homes and Gardens** (0.726 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, 32 share in 16-39s, 29 share in 18-49s and 30 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 66% on Nine and up 159% on Ten in total viewers.
  - Seven is up 85% on Nine and up 111% on Ten in 16-39s. Seven is up 69% on Nine and up 132% on Ten in 18-49s. Seven is up 59% on Nine and up 134% on Ten in 25-54s.
- Seven wins in primetime 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 11% on Nine (Nine + Go + Gem + Life) and up 133% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 6% on Nine and up 70% on Ten in 16-39s. Seven is up 3% on Nine and up 80% on Ten in 18-49s. Seven leads Nine and is up 85% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#1
AFL on Seven	#8	AFL on Seven	#3
AFL on Seven: Pre-Match	#10	AFL on Seven: Post-Match	#4
		AFL on Seven: Pre-Match	#7
		Weekend Sunrise	#9
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven	#1	Seven News	#2
Seven News	#3	AFL on Seven	#3
AFL on Seven: Post-Match	#4	AFL on Seven: Post-Match	#4
AFL on Seven: Pre-Match	#6	AFL on Seven: Pre-Match	#7



- **AFL on Seven: Saturday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (0.936 million). Seven News wins network – up 103,000 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 22 Primetime Shares

ABC1:	12.4%
Seven:	19.2%
Nine:	18.1%
Ten:	15.1%
SBS1:	5.0%

ABC2:	3.0%
ABC3:	0.7%
ABC News 24:	1.2%
7TWO:	4.3%
7mate:	3.7%
7flix:	1.3%
GO!:	4.5%
Gem:	2.4%
Life:	2.3%
One:	2.6%
Eleven:	2.4%
SBS2:	0.7%
Food:	0.8%
NITV:	0.2%

##### Week 22 Combined Multiple Channels Primetime Shares

ABC1:	17.3%
Seven:	28.5%
Nine:	27.2%
Ten:	20.1%
SBS:	6.8%

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