

4 July 2016

Seven Network Ratings Report

Week 27: 26 June - 2 July 2016

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers.

Seven wins in primetime on digital channels.

- 7TWO is number 1 for total viewers.
- 7mate is number 1 for 18-49s and 25-54s.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combines to win primetime in total viewers and 18-49s and 25-54s 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 at 5:30pm.

- The Chase leads Hot Seat.

Seven wins in breakfast television.

- Sunrise leads Today.

Seven wins in morning television.

- The Morning Show leads Today Extra.

Wimbledon on Seven dominates across 7TWO and 7Tennis.

- Streams up 40% and total stream minutes up 63% on the opening week of the Championships in 2015.

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.

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	1.909 million
-	House Rules – Monday	1.730 million
-	Seven News	1.713 million
-	House Rules – Sunday	1.628 million
-	Seven News – Today Tonight	1.495 million
-	Sunday Night	1.297 million
-	Home and Away	1.260 million
-	Better Homes and Gardens	1.255 million
-	Seven News – Saturday	1.226 million

Metropolitan and Regional Combined Audiences

Seven scores across the week

- House Rules peaks at 1.225 million, delivers more viewers than The Voice and Masterchef, and is one of Sunday's top four 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, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.245 million and ranks in Monday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- AFL on Seven: Thursday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- 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 delivers 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 27, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	17.9%	17.7%	15.5%	13.4%	4.2%
16-39s	16.4%	15.8%	20.4%	8.0%	2.8%
18-49s	16.4%	16.9%	19.5%	8.6%	3.2%
25-54s	16.7%	17.6%	18.7%	9.3%	3.4%

Primetime audience demographics for digital channels

6:00pm-midnight Week 27, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.5%	3.0%	3.1%	2.9%
7mate	3.5%	4.8%	4.7%	4.5%
7flix	2.2%	2.8%	2.7%	2.6%
GO!	3.5%	4.9%	4.4%	4.2%
Gem	2.5%	2.2%	2.0%	2.1%
Life	2.1%	2.6%	2.8%	2.9%
One	2.6%	2.2%	2.7%	3.0%
Eleven	2.4%	4.6%	3.9%	3.4%
ABC2	3.2%	3.7%	3.3%	3.1%
ABC3	0.5%	0.4%	0.4%	0.3%
ABC News 24	2.5%	3.0%	3.1%	2.9%
SBS2	1.0%	1.2%	1.2%	1.2%
NITV	0.2%	0.2%	0.1%	0.1%
Food	0.7%	1.0%	0.9%	0.9%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 27, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.1%	25.8%	20.5%	19.6%	6.1%
16-39s	27.0%	25.6%	27.2%	15.1%	5.1%
18-49s	26.8%	26.2%	26.1%	15.4%	5.5%
25-54s	26.8%	26.8%	25.1%	15.6%	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 16-39s in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for 16-39s on the combined audiences of all channels.
- 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	House Rules	#3
House Rules	#3	Seven News	#5
Sunday Night	#7	Sunday Night	#7
16-39s		18-49s	
House Rules	#2	House Rules	#4
Seven News	#4	Seven News	#5
Sunday Night	#8	Sunday Night	#8

- **Seven News** (1.263 million). Seven News wins network – up 38,000 viewers on Nine News, a 3% audience advantage.
- **House Rules** (1.019 million) peaks at 1.225 million, delivers more viewers than The Voice and Masterchef, and is one of Sunday's top four most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.
- **Sunday Night** (0.790 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: Seven is up 19% on Nine and up 19% on Ten.
- 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 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 18% on Nine + Go + Gem + Life and up 28% 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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	House Rules	#3
Seven News – Today Tonight	#5	Seven News	#5
House Rules	#6	Seven News – Today Tonight	#8
Home and Away	#9	Home and Away	#10
16-39s		18-49s	
House Rules	#3	House Rules	#3
Home and Away	#7	Seven News	#6
Seven News	#8	Seven News – Today Tonight	#8
Seven News – Today Tonight	#9	Home and Away	#9

- **Seven News** (1.149 million).
- **Seven News – Today Tonight** (1.061 million).
- **Home and Away** (0.832 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 29 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.
- **House Rules** (1.051 million) peaks at 1.245 million and ranks in Monday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 30 share in total viewers, 28 share in 16-39s, 29 share in 18-49s and 30 share in 25-54s.
- **Wimbledon on Seven** delivers in all key audiences across primetime on Seven – 27 share in total viewers, 26 share in 16-39s and 25 share in 18-49s.

Tuesday

- 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 is up 13% 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 18-49s and 25-54s.
- Wimbledon on Seven dominates across 7TWO and 7Tennis.
 - Seven's coverage is up 44% in audience on television on same day in The Championships in 2015. Streams up 128%. Total stream minutes up 285%.
- Seven wins at 5:30pm. The Chase leads Hot Seat.

- Seven scores in the most-watched programmes:

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

- Seven News** (1.110 million). Seven News wins network – up 91,000 viewers on Nine News, a 9% audience advantage.
- Seven News – Today Tonight** (1.085 million). Seven News – Today Tonight wins network – up 83,000 viewers on Nine News 6:30, an 8% audience advantage.
- Home and Away** (0.780 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 30 share in 16-39s, 27 share in 18-49s and 25 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 ties with Nine + Go + Gem + Life and is up 9% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Wimbledon on Seven dominates across 7TWO and 7Tennis. Streams up 43% on same day in the Championships in 2015.
- 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	#2	Seven News	#3
Seven News – Today Tonight	#3	Seven News – Today Tonight	#7
Home and Away	#9	Home and Away	#8
16-39s		18-49s	
Home and Away	#4	Home and Away	#4
Seven News	#7	Seven News	#6
Seven News – Today Tonight	#9	Seven News – Today Tonight	#8

- **Seven News** (1.110 million). Seven News wins network – up 116,000 viewers on Nine News, an 11% audience advantage.
- **Seven News – Today Tonight** (1.085 million). Seven News – Today Tonight wins network – up 34,000 viewers on Nine News 6:30, a 3% audience advantage.
- **Home and Away** (0.776 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 – 28 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.

Thursday

- 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 is up 33% on Nine + Go + Gem + Life and up 30% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers and 18-49s.
 - 7mate is the most-watched digital channel for 16-39s and 25-54s.
- Wimbledon on Seven dominates across 7TWO and 7Tennis. Streams up 35% on same day in the Championships in 2015.
- AFL on Seven: Thursday Night Football dominates across Seven and 7mate.
- 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	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#5
The Chase	#9	Home and Away	#9
Home and Away	#10		
16-39s		18-49s	
Seven News	#4	Seven News	#4
Home and Away	#5	Seven News – Today Tonight	#6
Seven News – Today Tonight	#6	Home and Away	#8
The Chase	#9	The Chase	#10

- **Seven News** (1.060 million). Seven News wins network – up 42,000 viewers on Nine News, a 4% audience advantage.
- **Seven News – Today Tonight** (0.983 million). Seven News – Today Tonight wins network – up 61,000 viewers on Nine News 6:30, a 7% audience advantage.
- **AFL on Seven: Thursday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

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 30% on Nine and up 78% on Ten in total viewers.
 - Seven is up 23% on Nine and up 80% on Ten in 16-39s. Seven is up 20% on Nine and up 58% on Ten in 18-49s. Seven is up 19% on Nine and up 49% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 16% on Nine (Nine + Go + Gem + Life) and up 79% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 2% on Nine and up 67% on Ten in 16-39s. Seven is up 3% on Nine and up 60% on Ten in 18-49s. Seven leads Nine and is up 50% on Ten in 25-54s.
- Wimbledon on Seven dominates across Seven, 7TWO and 7Tennis.
- AFL on Seven: Friday Night Football dominates across Seven and 7mate.
- 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	#3
Seven News – Today Tonight	#2	Seven News – Today Tonight	#4
Better Homes and Gardens	#4	Better Homes and Gardens	#5
The Chase	#8		
16-39s		18-49s	
Better Homes and Gardens	#1	Seven News	#3
Seven News	#4	Seven News – Today Tonight	#4
Seven News – Today Tonight	#5	Better Homes and Gardens	#5

- **Seven News** (1.005 million). Seven News wins network – up 89,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (0.933 million). Seven News – Today Tonight wins network – up 70,000 viewers on Nine News 6:30, an 8% audience advantage.
- **Better Homes and Gardens** (0.769 million – not broadcast in Adelaide on Seven) 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 – 33 share in total viewers, 35 share in 16-39s, 32 share in 18-49s and 32 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.
- Wimbledon on Seven delivers across 7TWO and 7Tennis. Streams up 41% on same day in the Championships in 2015.
- AFL on Seven: Saturday Night Football delivers across Seven and 7mate.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.

Live and As-Live Data

Week 27 Primetime Shares

ABC1:	13.4%
Seven:	17.9%
Nine:	17.7%
Ten:	15.5%
SBS1:	4.2%

ABC2:	3.2%
ABC3:	0.5%
ABC News 24:	2.5%
7TWO:	4.5%
7mate:	3.5%
7flix:	2.2%
GO!:	3.5%
Gem:	2.5%
Life:	2.1%
One:	2.6%
Eleven:	2.4%
SBS2:	1.0%
Food:	0.7%
NITV:	0.2%

Week 27 Combined Multiple Channels Primetime Shares

ABC1:	19.6%
Seven:	28.1%
Nine:	25.8%
Ten:	20.5%
SBS:	6.1%

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