

27 February 2017

Seven Network Ratings Report

Week 8: 19 February – 25 February 2017

Seven wins in primetime on primary channels

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.

Seven wins in primetime on combined audiences

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers, 16-39s, 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 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 at 7:00pm

- Home and Away leads A Current Affair and The Project.

Seven delivers in the most-watched programmes across Australia

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules - Monday | 1.977 million |
| - My Kitchen Rules – Tuesday | 1.822 million |
| - Seven News – Sunday | 1.801 million |
| - My Kitchen Rules – Sunday | 1.799 million |
| - My Kitchen Rules – Wednesday | 1.740 million |
| - Seven News | 1.507 million |
| - Seven News – Today Tonight | 1.384 million |
| - Hoges: Part 2 | 1.320 million |



- Home and Away 1.255 million
- 800 Words 1.228 million
- Seven News – Saturday 1.147 million
- Better Homes and Gardens 1.117 million
- Bride & Prejudice – Monday 1.079 million
- Bride & Prejudice – Wednesday 1.045 million

Metropolitan and Regional Combined Audiences

Seven wins in breakfast television and morning television across Australia

- Sunrise = 538,000 vs Today = 423,000
- The Morning Show = 227,000 vs Today Extra = 178,000

Seven builds on total viewing over the past seven days

- On Sunday, My Kitchen Rules adds 192,000 viewers and climbs 12% to a total audience of 1.780 million. Hoges adds 209,000 viewers and climbs 16% to a total audience of 1.523 million.
- On Monday, Home and Away adds 145,000 viewers and climbs to a total audience of 1.419 million, My Kitchen Rules adds 194,000 viewers and climbs to a total audience of 1.903 million, and Bride & Prejudice adds 140,000 viewers and climbs to a total audience of 1.074 million.
- On Tuesday, Home and Away adds 154,000 viewers and moves to 1.354 million, My Kitchen Rules adds 219,000 viewers and moves to 1.766 million and 800 Words adds 307,000 viewers and moves to 1.396 million.
- On Wednesday, Home and Away adds 183,000 viewers and delivers a total audience of 1.411 million, and My Kitchen Rules adds 231,000 viewers and delivers a total audience of 1.859 million
- On Thursday, Home and Away adds 180,000 viewers to deliver a total audience of 1.355 million.

Primetime Programming Analysis

Sunday

- 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 37% on Nine and up 45% on Ten in total viewers.
 - Seven is up 32% on Nine and up 89% on Ten in 16-39s. Seven is up 25% on Nine and up 77% on Ten in 18-49s. Seven is up 32% on Nine and up 90% on Ten in 25-54s.
- 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) is up 26% on Nine (Nine + Go + Gem + Life) and up 114% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 24% on Nine and up 92% on Ten in 16-39s. Seven is up 18% on Nine and up 79% on Ten in 18-49s. Seven is up 22% on Nine and up 88% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven builds on recorded viewing.
 - On total video viewing over the past seven days, My Kitchen Rules adds 192,000 viewers and climbs 12% to a total audience of 1.780 million. Hoges adds 209,000 viewers and climbs 16% to a total audience of 1.523 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Hoges	#4
Hoges	#6	Seven News	#6
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Hoges	#4	Hoges	#4
Seven News	#8	Seven News	#6

- **Seven News** (1.214 million). Seven News wins network – up 189,000 viewers on Nine News, an 18% audience advantage.
- **My Kitchen Rules** (1.236 million) peaks at 1.520 million, wins in total viewers, 16-39s, 18-49s and 25-54s and is Sunday's most-watched programme for total viewers and in all key audience demographics – 33 share in total viewers, 43 share in 16-39s, 38 share in 18-49s and 37 share in 25-54s.
- **Hoges: The Paul Hogan Story** (0.839 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 39 share in 16-39s, 38 share in 18-49s and 39 share in 25-54s.

Monday

- 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 16% on Nine and up 115% on Ten in total viewers.
 - Seven is up 17% on Nine and up 96% on Ten in 16-39s. Seven is up 4% on Nine and up 67% on Ten in 18-49s. Seven is up 6% on Nine and up 73% 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, 16-39s 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 100% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 5% on Nine and up 68% on Ten in 16-39s. Seven is up 50% on Ten in 18-49s. Seven leads Nine and is up 58% on Ten in 25-54s.
- 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 total video viewing over the past seven days, Home and Away adds 145,000 viewers and climbs to a total audience of 1.419 million, My Kitchen Rules adds 194,000 viewers and climbs to a total audience of 1.903 million, and Bride & Prejudice adds 140,000 viewers and climbs to a total audience of 1.074 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Bride & Prejudice	#4
Seven News – Today Tonight	#6	Home and Away	#10
Home and Away	#8		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#2
Bride & Prejudice	#3	Bride & Prejudice	#4
Home and Away	#5	Home and Away	#10

- **Seven News** (1.044 million). Seven News wins network – up 38,000 viewers on Nine News, a 4% audience advantage.
- **Home and Away** (0.809 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 30 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.
- **My Kitchen Rules** (1.363 million) peaks at 1.629 million, wins its timeslot and is Australia's most-watched programme for total viewers, 16-39s and 25-54s – 34 share in total viewers, 37 share in 16-39s, 34 share in 18-49s and 34 share in 25-54s.
- **Bride & Prejudice** (0.731 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and is one of Monday's top four most-watched programmes in all key audience demographics – 33 share in total viewers, 42 share in 16-39s, 37 share in 18-49s and 36 share in 25-54s.

Tuesday

- 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 15% on Nine and up 83% on Ten in total viewers.
 - Seven is up 7% on Nine and up 95% on Ten in 16-39s. Seven leads Nine and is up 67% on Ten in 18-49s. Seven leads Nine and is up 67% on Ten in 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 10% on Nine + Go + Gem + Life and up 76% 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 total video viewing over the past seven days, Home and Away adds 154,000 viewers and moves to 1.354 million, My Kitchen Rules adds 219,000 viewers and moves to 1.766 million and 800 Words adds 307,000 viewers and moves to 1.396 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	800 Words	#7
Seven News – Today Tonight	#5	Seven News – Today Tonight	#8
Home and Away	#9	Seven News	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#5	800 Words	#7
800 Words	#6	Home and Away	#8
Seven News – Today Tonight	#10	Seven News – Today Tonight	#10

- **Seven News** (1.029 million). Seven News wins network.
- **Seven News – Today Tonight** (1.003 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.762 million) delivers in all key audience demographics – 25 share in total viewers, 30 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.
- **My Kitchen Rules** (1.252 million) peaks at 1.565 million, dominates in all key audiences and is Tuesday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 34 share in total viewers, 39 share in 16-39s, 36 share in 18-49s and 35 share in 25-54s.
- **800 Words** (0.718 million) wins its timeslot and ranks in Tuesday's top ten most-watched programmes in all key audiences – 33 share in total viewers, 35 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.

Wednesday

- 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 31% on Nine and up 67% on Ten in total viewers.
 - Seven is up 69% on Nine and up 64% on Ten in 16-39s. Seven is up 50% on Nine and up 47% on Ten in 18-49s. Seven is up 45% on Nine and up 41% 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, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 26% on Nine (Nine + Go + Gem + Life) and up 70% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 43% on Nine and up 44% on Ten in 16-39s. Seven is up 30% on Nine and up 36% on Ten in 18-49s. Seven is up 28% on Nine and up 37% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on recorded viewing.
 - On total video viewing over the past seven days, Home and Away adds 183,000 viewers and delivers a total audience of 1.411 million, and My Kitchen Rules adds 231,000 viewers and delivers a total audience of 1.859 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Bride & Prejudice	#3
Seven News – Today Tonight	#3	Home and Away	#7
Home and Away	#6	Seven News	#8
Bride & Prejudice	#8	Seven News – Today Tonight	#9
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Bride & Prejudice	#3	Bride & Prejudice	#3
Home and Away	#6	Home and Away	#6
Seven News – Today Tonight	#9	Seven News – Today Tonight	#8
Ramsay's Hotel Hell	#10	Seven News	#10

- **Seven News** (0.968 million). Seven News wins network.
- **Seven News – Today Tonight** (0.965 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.754 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 – 25 share in total viewers, 32 share in 16-39s, 30 share in 18-49s and 27 share in 25-54s.
- **My Kitchen Rules** (1.166 million) peaks at 1.389 million, wins in total viewers, 16-39s, 18-49s and 25-54s, and is Wednesday's most-watched programme for total viewers and in all key audiences – 35 share in total viewers, 43 share in 16-39s, 39 share in 18-49s and 38 share in 25-54s.
- **Bride and Prejudice** (0.712 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and is one of Wednesday's top three most-watched programmes in all key audience demographics – 33 share in total viewers, 41 share in 16-39s, 37 share in 18-49s and 35 share in 25-54s.

Thursday

- 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 builds on recorded viewing.
 - On total viewing over the past seven days, Home and Away adds 180,000 viewers to deliver a total audience of 1.355 million.
- **Seven News** (0.893 million). Seven News wins network – up 41,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (0.884 million). Seven News – Today Tonight wins network – up 51,000 viewers on Nine News 6:30, a 6% audience advantage.
- **Home and Away** (0.678 million) delivers in all key audiences and ranks in Thursday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 30 share in 16-39s, 29 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 14% on Nine and up 91% on Ten.
- 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 3% on Nine + Go + Gem + Life and up 73% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today.
- 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	#4
Seven News – Today Tonight	#3	Seven News – Today Tonight	#5
Better Homes and Gardens	#5	Better Homes and Gardens	#6
The Chase	#8		
16-39s		18-49s	
Better Homes and Gardens	#4	Better Homes and Gardens	#4
Seven News – Today Tonight	#9	Seven News – Today Tonight	#5
Seven News	#10	Seven News	#8

- **Seven News** (0.869 million). Seven News wins network – up 65,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (0.788 million). Seven News – Today Tonight wins network – up 33,000 viewers on Nine News 6:30, a 4% audience advantage.
- **Better Homes and Gardens** (0.700 million) wins its timeslot and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 30 share in 16-39s, 30 share in 18-49s and 29 share in 25-54s.

Saturday

- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am
- Seven wins in primetime on digital channels.
 - 7flix is the most-watched digital channel for 16-39s.
 - 7mate is the most-watched digital channel for 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#3
National Treasure II	#9	National Treasure II	#4
Weekend Sunrise	#10	Horrible Bosses 2	#5
16-39s		18-49s	
Horrible Bosses 2	#2	Seven News	#3
Seven News	#4	Horrible Bosses 2	#4
National Treasure II	#5	National Treasure II	#5
Cool Runnings	#10		

Primetime audience demographics for Week 8

	Total Individuals	Ppl 25-54	Ppl 16-39	Ppl 18-49	Ppl 16-54
Seven Network	30.8%	30.6%	32.1%	30.5%	30.7%
Nine Network	27.6%	30.3%	30.5%	30.5%	30.2%
Network Ten	17.5%	21.3%	22.0%	22.4%	21.8%
ABC Network	17.4%	11.5%	9.8%	10.9%	11.2%
SBS Network	6.7%	6.3%	5.5%	5.8%	6.1%
Seven	22.1%	21.8%	22.9%	21.7%	22.0%
Nine	19.2%	20.7%	20.1%	20.6%	20.7%
TEN	12.6%	15.4%	15.2%	16.0%	15.6%
ABC	12.6%	6.8%	4.8%	5.9%	6.7%
SBS	4.5%	3.3%	2.5%	2.9%	3.2%
7TWO	3.4%	1.6%	1.2%	1.5%	1.6%
7mate	3.0%	4.1%	4.6%	4.2%	4.1%
7flix	2.3%	3.0%	3.4%	3.1%	3.0%
9GO!	3.9%	5.0%	6.3%	5.4%	5.0%
9Gem	2.3%	1.7%	1.5%	1.7%	1.7%
9Life	2.2%	3.0%	2.6%	2.9%	2.8%
ONE	2.7%	2.7%	2.0%	2.4%	2.6%
ELEVEN	2.2%	3.3%	4.8%	4.0%	3.5%
ABC2	2.6%	2.8%	3.5%	3.1%	2.7%
ABC ME	0.5%	0.3%	0.4%	0.4%	0.3%
ABC News 24	1.6%	1.6%	1.1%	1.5%	1.5%
SBS VICELAND	0.9%	1.2%	1.2%	1.2%	1.2%
SBS Food Network	1.1%	1.7%	1.8%	1.6%	1.6%

Live and As-Live Data**Week 8 Primetime Shares**

ABC1:	12.6%
Seven:	22.1%
Nine:	19.2%
Ten:	12.6%
SBS1:	4.5%

ABC2:	2.6%
ABC Me:	0.5%
ABC News 24:	1.6%
7TWO:	3.4%
7mate:	3.0%
7flix:	2.3%
GO!:	3.9%
Gem:	2.3%
Life:	2.2%
One:	2.7%
Eleven:	2.2%
Viceland:	0.9%
Food:	1.1%
NITV:	0.1%

Week 8 Combined Multiple Channels Primetime Shares

ABC1:	17.4%
Seven:	30.8%
Nine:	27.6%
Ten:	17.5%
SBS:	6.7%

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