

27 March 2017

Seven Network Ratings Report

Week 12: 19 March – 25 March 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 digital channels.

- 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 combine to win primetime in total viewers 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 delivers in the most-watched programmes across Australia

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules – Wednesday | 1.706 million |
| - My Kitchen Rules – Tuesday | 1.618 million |
| - Seven News – Sunday | 1.567 million |
| - My Kitchen Rules – Monday | 1.551 million |
| - Seven News | 1.507 million |
| - My Kitchen Rules – Sunday | 1.476 million |
| - Seven News – Today Tonight | 1.367 million |
| - Seven News – Saturday | 1.247 million |
| - Home and Away | 1.176 million |
| - 800 Words | 1.156 million |



Seven wins in breakfast television and morning television across Australia

- Sunrise = 515,000 vs Today = 421,000
- The Morning Show = 215,000 vs Today Extra = 175,000

Seven builds on total viewing over the past seven days

- On Sunday, My Kitchen Rules adds 183,000 viewers for a total audience of 1.553 million. Sunday Night adds 133,000 viewers for a total audience of 1.383 million.
- On Monday, Home and Away adds 108,000 viewers for a total audience of 1.332 million. My Kitchen Rules adds 189,000 viewers for a total audience of 1.636 million. Bride & Prejudice adds 140,000 viewers for a total audience of 1.192 million.
- On Tuesday, Home and Away adds 98,000 viewers for a total audience of 1.340 million. My Kitchen Rules adds 158,000 viewers for a total audience of 1.668 million. 800 Words adds 325,000 viewers for a total audience of 1.333 million.
- On Wednesday, Home and Away adds 104,000 viewers for total audience of 1.307 million. My Kitchen Rules adds 165,000 viewers for a total audience of 1.792 million. Million Dollar Cold Case adds 94,000 viewers for a total audience of 1.100 million.

Seven delivers across the week

- My Kitchen Rules peaks at 1.270 million and is one of Sunday's top two most-watched programmes for total viewers and in all key audience demographics: 16-39s, 18-49s and 25-54s.
- Sunday Night is up 8% on 60 Minutes and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.280 million and is one of Monday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.310 million and is one of Tuesday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- 800 Words delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.345 million, wins in all key audiences, and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Million Dollar Cold Case 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.
- AFL on Seven: Thursday Night Football dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.
- 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 all key audiences: total viewers, 16-39s, 18-49s and 25-54s.
- AFL on Seven: AFLW Grand Final dominates across Saturday afternoon.
- AFL on Seven: Saturday Night Football dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.

Live and As-Live Data**Week 12 Primetime Shares**

ABC1:	12.5%
Seven:	22.8%
Nine:	19.9%
Ten:	9.9%
SBS1:	4.5%

ABC2:	2.7%
ABC Me:	0.5%
ABC News 24:	1.4%
7TWO:	3.6%
7mate:	3.8%
7flix:	2.3%
GO!:	3.9%
Gem:	2.4%
Life:	2.2%
One:	3.0%
Eleven:	2.8%
Viceland:	0.8%
Food:	0.8%
NITV:	0.1%

Week 12 Combined Multiple Channels Primetime Shares

ABC1:	17.2%
Seven:	32.5%
Nine:	28.4%
Ten:	15.6%
SBS:	6.3%

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

Primetime audience demographics for Week 12: 6:00pm-midnight

	Total Individuals	Ppl 25-54	Ppl 16-39	Ppl 18-49
Seven Network	32.5%	32.5%	33.0%	32.6%
Nine Network	28.4%	31.9%	33.1%	32.7%
Network Ten	15.6%	18.8%	19.0%	19.0%
ABC Network	17.2%	11.4%	9.9%	10.5%
SBS Network	6.3%	5.5%	5.0%	5.1%
Seven	22.8%	22.7%	23.1%	22.9%
Nine	19.9%	22.3%	23.0%	22.8%
TEN	9.9%	11.7%	11.8%	11.9%
ABC	12.5%	6.9%	4.9%	5.8%
SBS	4.5%	3.0%	2.3%	2.6%
7TWO	3.6%	1.7%	1.1%	1.4%
7mate	3.8%	5.1%	5.4%	5.2%
7flix	2.3%	2.9%	3.4%	3.1%
9GO!	3.9%	4.8%	5.8%	5.2%
9Gem	2.4%	1.8%	1.7%	1.8%
9Life	2.2%	3.0%	2.6%	2.9%
ONE	3.0%	3.1%	2.2%	2.7%
ELEVEN	2.8%	4.0%	5.0%	4.4%
ABC2	2.7%	2.8%	3.6%	3.0%
ABC ME	0.5%	0.4%	0.4%	0.4%
ABC News 24	1.4%	1.4%	0.9%	1.3%
SBS VICELAND	0.8%	1.1%	1.1%	1.1%
SBS Food Network	0.8%	1.3%	1.5%	1.3%

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven builds on recorded viewing over the past seven days:
 - My Kitchen Rules adds 183,000 viewers and delivers a total audience of 1.553 million.
 - Sunday Night adds 133,000 viewers and delivers a total audience of 1.383 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	My Kitchen Rules	#2
My Kitchen Rules	#3	Seven News	#4
Sunday Night	#8	Sunday Night	#5

16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Sunday Night	#4	Sunday Night	#4
Seven News	#5	Seven News	#6
- **Seven News** (1.064 million). Seven News wins network – up 79,000 viewers on Nine News, an 8% audience advantage.
- **My Kitchen Rules** (1.020 million) peaks at 1.270 million and is one of Sunday's top two most-watched programme for total viewers and in all key audience demographics – 30 share in total viewers, 33 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- **Sunday Night** (0.712 million) is up 8% on 60 Minutes and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 31 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.

Monday

- 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 with The Chase.
- 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 builds on recorded viewing over the past seven days:
 - Home and Away adds 108,000 viewers and delivers a total audience of 1.332 million.
 - My Kitchen Rules adds 189,000 viewers and delivers a total audience of 1.636 million.
 - Bride & Prejudice adds 140,000 viewers and delivers a total audience of 1.192 million.

- Seven scores in the most-watched programmes:

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

- **Seven News** (0.975 million). Seven News wins network – up 54,000 viewers on Nine News, a 6% audience advantage.
- **Home and Away** (0.723 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in 16-39s and 25 share in 18-49s.
- **My Kitchen Rules** (1.072 million) peaks at 1.280 million and is one of Monday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 33 share in 16-39s, 33 share in 18-49s and 33 share in 25-54s.

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 2% on Nine + Go + Gem + Life and up 84% 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 over the past seven days:
 - Home and Away adds 98,000 viewers for a total audience of 1.340 million.
 - My Kitchen Rules adds 158,000 viewers for a total audience of 1.668 million.
 - 800 Words adds 325,000 viewers for a total audience of 1.333 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#2
Seven News	#3	Seven News	#7
Seven News – Today Tonight	#4	Seven News – Today Tonight	#8
Home and Away	#8	Home and Away	#9
		800 Words	#10
16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Home and Away	#8	Home and Away	#7
Seven News – Today Tonight	#9	Seven News – Today Tonight	#9
800 Words	#10	Seven News	#10

- **Seven News** (1.054 million). Seven News wins network – up 53,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (1.024 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.768 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 – 26 share in total viewers, 26 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.
- **My Kitchen Rules** (1.115 million) peaks at 1.310 million and is one of Tuesday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 34 share in total viewers, 34 share in 16-39s, 34 share in 18-49s and 35 share in 25-54s.
- **800 Words** (0.681 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for 18-49s and 25-54s – 32 share in total viewers, 27 share in 16-39s, 27 share in 18-49s and 28 share in 25-54s.

Wednesday

- Seven wins in news.
- My Kitchen Rules is Wednesday's number one most-watched programme for total viewers, 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 144% on Ten in total viewers.
 - Seven is up 29% on Nine and up 89% on Ten in 16-39s. Seven is up 17% on Nine and up 81% on Ten in 18-49s. Seven is up 25% on Nine and up 97% on Ten in 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 18% on Nine (Nine + Go + Gem + Life) and up 112% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 10% on Nine and up 49% on Ten in 16-39s. Seven is up 6% on Nine and up 53% on Ten in 18-49s. Seven is up 10% on Nine and up 66% 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 over the past seven days:
 - Home and Away adds 104,000 viewers and delivers a total audience of 1.307 million.
 - My Kitchen Rules adds 165,000 viewers and delivers a total audience of 1.792 million.
 - Million Dollar Cold Case adds 94,000 viewers and delivers a total audience of 1.100 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Home and Away	#5
Seven News – Today Tonight	#3	Seven News	#7
Home and Away	#8	Million Dollar Cold Case	#10
Million Dollar Cold Case	#10		

16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Home and Away	#4
Seven News	#9	Seven News	#8
Million Dollar Cold Case	#10	Million Dollar Cold Case	#9

- **Seven News** (0.966 million). Seven News wins network – up 45,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (0.922 million). Seven News – Today Tonight wins network – up 32,000 viewers on Nine News 6:30, a 4% audience advantage.
- **Home and Away** (0.720 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, 31 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s.
- **My Kitchen Rules** (1.137 million) peaks at 1.345 million, wins in all key audiences, and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 39 share in total viewers, 49 share in 16-39s, 45 share in 18-49s and 45 share in 25-54s.
- **Million Dollar Cold Case** (0.588 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 total viewers, 29 share in 16-39s, 28 share in 18-49s and 30 share in 25-54s.

Thursday

- Seven wins in news.
- AFL on Seven: Thursday Night Football dominates across Seven and 7mate.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 18% on Nine and up 52% on Ten in total viewers.
 - Seven is up 14% on Nine and up 20% on Ten in 16-39s. Seven is up 14% on Nine and up 25% on Ten in 18-49s. Seven is up 6% on Nine and up 20% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 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 17% on Nine (Nine + Go + Gem + life) and up 62% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 3% on Nine and up 29% on Ten in 16-39s. Seven is up 3% on Nine and up 30% on Ten in 18-49s. Seven leads Nine and is up 27% on Ten in 25-54s.
- 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	#4	Seven News – Today Tonight	#5
The Chase	#8		
AFL on Seven	#10		
16-39s		18-49s	
AFL on Seven	#5	Seven News	#4
Seven News	#6	AFL on Seven	#6
Seven News – Today Tonight	#10	Seven News – Today Tonight	#7

- **AFL on Seven: Thursday Night Football** dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.

Friday

- Seven wins in news.
- AFL on Seven: Friday Night Football dominates across Seven and 7mate.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 55% on Nine and up 171% on Ten in total viewers.
 - Seven is up 57% on Nine and up 144% on Ten in 16-39s. Seven is up 47% on Nine and up 138% on Ten in 18-49s. Seven is up 35% on Nine and up 123% on Ten in 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 44% on Nine (Nine + Go + Gem + Life) and up 137% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 35% on Nine and up 127% on Ten in 16-39s. Seven is up 29% on Nine and up 107% on Ten in 18-49s. Seven is up 20% on Nine and up 95% 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:

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

- **Seven News** (0.863 million). Seven News wins network – up 90,000 viewers on Nine News, a 12% audience advantage.
- **Seven News – Today Tonight** (0.806 million). Seven News – Today Tonight wins network – up 74,000 viewers on Nine News 6:30, a 10% audience advantage.
- **Better Homes and Gardens** (0.585 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 – 29 share in total viewers, 26 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.
- **AFL on Seven: Friday Night Football** dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.

Saturday

- Seven wins in news.
- AFL on Seven: AFLW Grand Final dominates across Saturday afternoon.
- AFL on Seven: Saturday Night Football dominates across Seven and 7mate.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 97% on Nine and up 152% on Ten in total viewers.
 - Seven is up 82% on Nine and up 173% on Ten in 16-39s. Seven is up 104% on Nine and up 162% on Ten in 18-49s. Seven is up 91% on Nine and up 129% 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 + 7flix) is up 65% on Nine (Nine + Go + Gem + life) and up 137% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 47% on Nine and up 157% on Ten in 16-39s. Seven is up 55% on Nine and up 153% on Ten in 18-49s. Seven is up 56% on Nine and up 128% on Ten in 25-54s.
- 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	#3	Seven News	#1
AFL on Seven	#6	AFL on Seven	#5
AFLW on Seven	#9	AFL on Seven: Pre-Match	#7
		AFL on Seven: Post-Match	#8
		AFLW on Seven	#10
16-39s		18-49s	
AFL on Seven	#1	Seven News	#1
AFLW on Seven	#2	AFL on Seven	#3
Seven News	#3	AFLW on Seven	#6
AFL on Seven: Post-Match	#7	AFL on Seven: Pre-Match	#8
AFL on Seven: Pre-Match	#9	AFL on Seven: Post-Mach	#9

- **AFL on Seven: AFLW Grand Final** dominates across Saturday afternoon.
- **Seven News** (0.808 million). Seven News wins network – up 91,000 viewers on Nine News, a 13% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.