

15 May 2017

Seven Network Ratings Report

Week 19: 7 May – 13 May 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 total viewers, 16-39s, 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, 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 at 5:30pm

- The Chase leads Hot Seat.

Seven wins in breakfast television and morning television across Australia

- Sunrise = 512,000 vs Today = 458,000
- The Morning Show = 220,000 vs Today Extra = 179,000

Seven delivers in the most-watched programmes across Australia

- | | |
|------------------------------|---------------|
| - Seven News – Sunday | 1.857 million |
| - Seven News | 1.694 million |
| - Seven News – Today Tonight | 1.508 million |
| - House Rules – Monday | 1.405 million |
| - House Rules – Sunday | 1.330 million |
| - Seven News – Saturday | 1.300 million |
| - House Rules – Tuesday | 1.295 million |
| - House Rules – Wednesday | 1.246 million |
| - Home and Away | 1.176 million |
| - Better Homes and Gardens | 1.131 million |
| - The Chase | 1.090 million |



Seven builds on total viewing over the past seven days

- House Rules – Sunday adds 128,000 viewers and = 1.658 million.
- My Kitchen Rules – Sunday adds 171,000 viewers and = 2.193 million.
- Home and Away – Monday adds 108,000 viewers and = 1.350 million.
- House Rules- Monday adds 110,000 viewers and = 1.152 million.
- Home and Away – Tuesday adds 127,000 viewers and = 1.387 million.
- House Rules – Tuesday adds 116,000 viewers and = 1.367 million.
- Home and Away- Wednesday adds 125,000 viewers and = 1.309 million.
- House Rules – Wednesday adds 116,000 viewers and = 1.184 million.

Seven delivers across the week

- House Rules delivers more viewers than Masterchef 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 in all key audience demographics.
- House Rules peaks at 1.019 million, outpaces Masterchef and ranks in Monday's top four most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules one of Tuesday's top two most-watched programmes for 18-49s and 25-54s and one of the top three most-watched for 16-39s.
- Seven Year Switch wins in 16-39s, 18-49s and 25-54s and ranks in Tuesday's top ten most-watched programmes in all key demographics.
- House Rules is one of the top two most-watched programmes for 18-49s and one of the top three most-watched programmes for 16-39s and 25-54s on Wednesday,
- 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.

Live and As-Live Data**Week 19 Primetime Shares**

ABC1:	11.4%
Seven:	19.4%
Nine:	17.9%
Ten:	14.0%
SBS1:	5.8%

ABC2:	2.8%
ABC Me:	0.7%
ABC News 24:	1.5%
7TWO:	3.7%
7mate:	3.9%
7flix:	2.1%
GO!:	3.7%
Gem:	2.4%
Life:	2.2%
One:	3.0%
Eleven:	2.9%
Viceland:	1.5%
Food:	0.8%
NITV:	0.2%

Week 19 Combined Multiple Channels Primetime Shares

ABC1:	16.4%
Seven:	29.1%
Nine:	26.2%
Ten:	19.9%
SBS:	8.4%

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

Primetime audience demographics for Week 19: 6:00pm-midnight

	Total People	25-54	16-39	18-49
Seven Network	29.10%	29.00%	30.50%	29.50%
Nine Network	26.20%	27.10%	24.60%	26.70%
Ten Network	19.90%	24.20%	26.20%	24.80%
ABC Network	16.40%	11.20%	10.30%	10.70%
SBS Network	8.40%	8.50%	8.40%	8.30%
Channel 7	19.40%	19.20%	19.80%	19.40%
Channel 9	17.90%	18.50%	16.10%	18.00%
Channel 10	14.00%	17.30%	18.50%	17.60%
ABC	11.40%	6.50%	5.10%	5.80%
SBS	5.80%	4.90%	4.20%	4.60%
7TWO	3.70%	2.10%	1.80%	2.00%
7mate	3.90%	5.10%	5.70%	5.30%
7flix	2.10%	2.70%	3.00%	2.90%
GO!	3.70%	4.30%	5.20%	4.70%
Gem	2.40%	1.50%	1.30%	1.40%
9Life	2.20%	2.70%	2.00%	2.60%
ONE	3.00%	3.00%	2.40%	2.80%
ELEVEN	2.90%	3.90%	5.30%	4.40%
ABC2	2.80%	2.90%	3.50%	3.00%
ABC ME	0.70%	0.40%	0.50%	0.50%
ABC News 24	1.50%	1.40%	1.20%	1.40%
SBS VICELAND	1.50%	2.20%	2.50%	2.20%
SBS Food Network	0.80%	1.30%	1.40%	1.30%
NITV	0.20%	0.20%	0.30%	0.20%

Primetime Programming Analysis

Sunday

- Seven wins in news.
- AFL on Seven: Sunday Afternoon Football dominates across Seven and 7mate.
- 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) ties with Nine (Nine + Go + Gem + Life) and is up 65% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 14% on Nine and up 26% on Ten in 16-39s. Seven is up 2% on Nine and up 39% on Ten in 18-49s. Seven is up 3% on Nine and up 41% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven builds on recorded viewing over the past seven days:
 - House Rules adds 128,000 viewers for a total audience of 1.658 million.
 - My Kitchen Rules adds 171,000 viewers for a total audience of 2.193 million.
- 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	#7	Sunday Night	#7
The Suspects	#10	The Suspects	#10
16-39s		18-49s	
House Rules	#3	Seven News	#4
Seven News	#5	House Rules	#5
Sunday Night	#6	Sunday Night	#7
AFL on Seven	#10	The Suspects	#10

- **Seven News** (1.181 million). Seven News wins network – up 124,000 viewers on Nine News, a 12% audience advantage.
- **House Rules** (0.799 million) delivers more viewers than Masterchef and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night** (0.662 million) ranks in Sunday's top ten most-watched programmes for total viewers and in all key audience demographics.

Monday

- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm with The Chase.
- Seven builds on recorded viewing over the past seven days:
 - Home and Away adds 108,000 viewers for a total audience of 1.350 million.
 - House Rules adds 110,000 viewers for a total audience of 1.152 million.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.093 million).
- **Seven News – Today Tonight** (1.040 million).
- **House Rules** (0.874 million) peaks at 1.019 million, outpaces Masterchef and ranks in Monday's top four most-watched programmes for 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s and 18-49s.
 - Seven is up 21% on Nine and up 9% on Ten in total viewers.
 - Seven is up 43% on Nine and up 2% on Ten in 16-39s. Seven is up 30% on Nine and leads Ten in 18-49s. Seven is up 20% on Nine in 25-54s.
- 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 19% on Nine (Nine + Go + Gem + Life) and up 9% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 44% on Nine in 16-39s. Seven is up 35% on Nine and ties with Ten in 18-49s. Seven is up 24% on Nine 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 over the past seven days:
 - Home and Away adds 127,000 viewers for a total audience of 1.387 million.
 - House Rules adds 116,000 viewers for a total audience of 1.367 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	House Rules	#2
Seven News – Today Tonight	#2	Seven News – Today Tonight	#6
House Rules	#7	Seven Year Switch	#7
Home and Away	#9	Seven News	#8
The Chase	#10	Home and Away	#10
16-39s		18-49s	
House Rules	#3	House Rules	#2
Seven Year Switch	#4	Seven Year Switch	#4
Seven News – Today Tonight	#5	Seven News – Today Tonight	#7
Home and Away	#6	Home and Away	#8
Seven News	#8	Seven News	#9

- **Seven News** (1.099 million). Seven News wins network – up 105,000 viewers on Nine News, an 11% audience advantage.
- **Seven News – Today Tonight** (1.059 million). Seven News – Today Tonight wins network – up 85,000 viewers on Nine News 6:30, a 9% audience advantage.
- **Home and Away** (0.728 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.
- **House Rules** (0.795 million) is one of Tuesday's top two most-watched programmes for 18-49s and 25-54s and one of the top three most-watched for 16-39s – 26 share in total viewers, 25 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.
- **Seven Year Switch** (0.507 million) wins in 16-39s, 18-49s and 25-54s and ranks in Tuesday's top ten most-watched programmes in all key demographics – 30 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 7% on Nine and up 16% 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 2% on Nine + Go + Gem + Life and up 25% on Ten + One + Eleven in total viewers.
- 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 125,000 viewers for a total audience of 1.309 million.
 - House Rules adds 116,000 viewers for a total audience of 1.184 million.

- Seven scores in the most-watched programmes:

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

- Seven News** (1.060 million). Seven News wins network – up 35,000 viewers on Nine News, a 3% audience advantage.
- Home and Away** (0.715 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.
- House Rules** (0.751 million) is one of the top two most-watched programmes for 18-49s and one of the top three most-watched programmes for 16-39s and 25-54s on Wednesday – 26 share in total viewers 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, 18-49s and 25-54s.
- 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	#6
Seven News – Today Tonight	#3	Seven News – Today Tonight	#8
Home and Away	#9	Home and Away	#9
16-39s		18-49s	
Home and Away	#5	Home and Away	#7
Seven News	#7	Seven News	#8
Seven News – Today Tonight	#8	Seven News – Today Tonight	#10

- Seven News** (1.018 million). Seven News wins network – up 49,000 viewers on Nine News, a 5% audience advantage.
- Seven News – Today Tonight** (0.957 million). Seven News – Today Tonight wins network – up 44,000 viewers on Nine News 6:30, a 5% audience advantage.

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 42% on Nine and up 85% on Ten in total viewers.
 - Seven is up 50% on Nine and up 57% on Ten in 16-39s. Seven is up 28% on Nine and up 39% on Ten in 18-49s. Seven is up 23% on Nine and up 38% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 16-39s 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 33% on Nine (Nine + Go + Gem + Life) and is up 98% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 43% on Nine and up 103% on Ten in 16-39s. Seven is up 25% on Nine and up 75% on Ten in 18-49s. Seven is up 25% on Nine and up 66% 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 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	#5	Better Homes and Gardens	#8
The Chase	#6		
16-39s		18-49s	
Seven News – Today Tonight	#2	Seven News	#4
Seven News	#3	Seven News – Today Tonight	#5
Better Homes and Gardens	#4	Better Homes and Gardens	#9
AFL on Seven	#5	AFL on Seven	#10
AFL on Seven: Pre-Match	#7		
- **Seven News** (0.935 million). Seven News wins network – up 94,000 viewers on Nine News, an 11% audience advantage.
- **Seven News – Today Tonight** (0.844 million). Seven News – Today Tonight wins network – up 54,000 viewers on Nine News 6:30, a 7% audience advantage.
- **Better Homes and Gardens** (0.666 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 – 25 share in total viewers.
- **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.
- 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 74% on Nine and up 201% on Ten in total viewers.
 - Seven is up 112% on Nine and up 202% on Ten in 16-39s. Seven is up 83% on Nine and up 188% on Ten in 18-49s. Seven is up 65% on Nine and up 164% 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 40% on Nine (Nine + Go + Gem + Life) and is up 166% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 60% on Nine and up 136% on Ten in 16-39s. Seven is up 36% on Nine and up 142% on Ten in 18-49s. Seven is up 29% on Nine and up 129% 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	#1	Seven News	#2
AFL on Seven	#6	AFL on Seven	#3
		AFL on Seven: Post-Match	#8
		AFL on Seven: Pre-Match	#9
16-39s		18-49s	
AFL on Seven	#1	Seven News	#2
Seven News	#2	AFL on Seven	#3
AFL on Seven: Post-Match	#5	AFL on Seven: Post-Match	#7
AFL on Seven: Pre-Match	#8	AFL on Seven: Pre-Match	#8
Pirates of the Caribbean	#9	Pirates of the Caribbean	#9

- **Seven News** (0.835 million). Seven News wins network – up 92,000 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.