

26 September 2016

Seven Network Ratings Report

Week 39: 18 September – 24 September 2016

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.
- 7mate is number 1 for 18-49s and 25-54s 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 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 = 522,000 vs Today = 471,000
 - The Morning Show = 251,000 vs Today Extra = 183,000
- Metropolitan and Regional Combined Audiences

Seven delivers in the most-watched programmes across Australia.

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|------------------------------|---------------|
| - AFL on Seven | 2.358 million |
| - Seven News – Sunday | 1.675 million |
| - AFL on Seven | 1.659 million |
| - Seven News | 1.606 million |
| - Seven News – Today Tonight | 1.441 million |
| - The Big Music Quiz | 1.344 million |
| - Home and Away | 1.198 million |

-	Border Security	1.110 million
-	Sunday Night	1.084 million
-	The Force	1.077 million
-	The Chase	1.067 million
-	Zumbo's Just Desserts	1.039 million
-	800 Words	1.019 million
-	Better Homes and Gardens	1.001 million

Metropolitan and Regional Combined Audiences

Primetime audience demographics for primary channels

6:00pm-midnight Week 39, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.4%	22.7%	11.6%	11.6%	4.8%
16-39s	18.0%	23.1%	17.2%	5.0%	2.9%
18-49s	18.3%	24.1%	16.0%	5.7%	3.2%
25-54s	18.7%	24.4%	14.7%	6.5%	3.5%

Primetime audience demographics for digital channels

6:00pm-midnight Week 39, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.7%	1.2%	1.3%	1.5%
7mate	4.2%	5.4%	5.4%	5.3%
7flix	2.1%	2.9%	2.7%	2.6%
GO!	3.5%	4.9%	4.3%	4.1%
Gem	2.4%	2.0%	2.1%	2.2%
Life	1.9%	2.2%	2.5%	2.6%
One	2.7%	2.4%	2.6%	2.8%
Eleven	2.4%	4.7%	4.0%	3.5%
ABC2	3.1%	3.8%	3.4%	3.2%
ABC3	0.7%	0.6%	0.5%	0.4%
ABC News 24	1.1%	0.7%	0.9%	1.0%
SBS2	0.9%	1.3%	1.3%	1.4%
NITV	0.2%	0.4%	0.3%	0.2%
Food	0.9%	1.4%	1.3%	1.4%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 39, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.4%	30.5%	16.7%	16.5%	6.9%
16-39s	27.4%	32.2%	24.3%	10.1%	6.1%
18-49s	27.8%	33.1%	22.6%	10.5%	6.0%
25-54s	28.1%	33.3%	21.0%	11.1%	6.5%

FTA Channels and Total TV

Copyright Oztam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live).

Primetime Programming Analysis

Sunday

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	The Big Music Quiz	#4
The Big Music Quiz	#4	Seven News	#6
Sunday Night	#7	Sunday Night	#7
16-39s		18-49s	
The Big Music Quiz	#3	The Big Music Quiz	#5
Seven News	#6	Seven News	#6
Sunday Night	#8	Sunday Night	#7

- Seven News** (1.104 million).
- The Big Music Quiz** (0.873 million) peaks at 1.058 million, delivers in all key audiences and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.
- Sunday Night** (0.693 million) delivers in all key audience demographics and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in news.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- 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 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#7
Seven News – Today Tonight	#4	Seven News – Today Tonight	#10
16-39s		18-49s	
Zumbo's Just Desserts	#6	Zumbo's Just Desserts	#6
Home and Away	#7	Seven News – Today Tonight	#10
Seven News – Today Tonight	#9		

- Seven News** (1.057 million). Seven News wins network – up 92,000 viewers on Nine News, a 10% audience advantage.
- Seven News – Today Tonight** (1.001 million). Seven News – Today Tonight wins network – up 36,000 viewers on Nine News 6:30, a 4% audience advantage.

Tuesday

- Seven wins in news.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in primetime on digital channels.

- 7mate is the most-watched digital channel for total viewers, 18-49s and 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Zumbo's Just Desserts	#6
Seven News – Today Tonight	#3	Seven News	#7
Home and Away	#9	Seven News – Today Tonight	#8
16-39s		18-49s	
Zumbo's Just Desserts	#4	Zumbo's Just Desserts	#4
Home and Away	#6	Seven News – Today Tonight	#8
Seven News – Today Tonight	#8	Home and Away	#9
Seven News	#10	Seven News	#10

- **Seven News** (1.054 million). Seven News wins network – up 77,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (1.048 million). Seven News – Today Tonight wins network – up 77,000 viewers on Nine News 6:30, an 8% audience advantage.

Wednesday

- Seven wins in news.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- 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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News – Today Tonight	#5
Seven News – Today Tonight	#2	Seven News	#7
16-39s		18-49s	
Seven News – Today Tonight	#5	Seven News – Today Tonight	#5
Home and Away	#7	Seven News	#8
Seven News	#8	Home and Away	#10
The Force	#9		
Border Security	#10		

- **Seven News** (1.040 million). Seven News wins network – up 99,000 viewers on Nine News, an 11% audience advantage.
- **Seven News – Today Tonight** (1.048 million). Seven News – Today Tonight wins network – up 69,000 viewers on Nine News 6:30, a 7% audience advantage.

Thursday

- Seven wins in news.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix leads Nine + Go + Gem + Life and is up 25% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for 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	#1	Seven News	#3
Seven News – Today Tonight	#2	Seven News – Today Tonight	#6
The Chase	#10		
16-39s		18-49s	
Seven News	#5	Seven News	#6
Seven News – Today Tonight	#7	Seven News – Today Tonight	#7
Home and Away	#8	Home and Away	#10

- **Seven News** (1.084 million). Seven News wins network – up 208,000 viewers on Nine News, a 24% audience advantage.
- **Seven News – Today Tonight** (1.025 million). Seven News – Today Tonight wins network – up 181,000 viewers on Nine News 6:30, a 21% 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 27% on Nine and up 184% on Ten in total viewers.
 - Seven is up 19% on Nine and up 117% on Ten in 16-39s. Seven is up 18% on Nine and up 144% on Ten in 18-49s. Seven is up 15% on Nine and up 133% 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 1 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 179% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 37% on Nine and up 158% on Ten in 16-39s. Seven is up 34% on Nine and up 166% on Ten in 18-49s. Seven is up 30% on Nine and up 139% 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	AFL on Seven	#2
Seven News – Today Tonight	#4	Seven News	#6
AFL on Seven	#5	Seven News – Today Tonight	#7
Better Homes and Gardens	#9	AFL on Seven	#9
The Chase	#10		
16-39s		18-49s	
AFL on Seven	#2	AFL on Seven	#1
Seven News – Today Tonight	#4	Seven News – Today Tonight	#7
Seven News	#5	Seven News	#8
AFL on Seven	#6	AFL on Seven	#9
Better Home and Gardens	#8	AFL on Seven	#10
AFL on Seven	#10		

- **Seven News** (0.861 million). Seven News wins network – up 39,000 viewers on Nine News, a 5% audience advantage.
- **AFL on Seven: Friday Night Football: The Finals** 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 20% on Nine and up 394% on Ten in total viewers.
 - Seven is up 22% on Nine and up 515% on Ten in 16-39s. Seven is up 23% on Nine and up 421% on Ten in 18-49s. Seven is up 22% on Nine and up 360% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 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 1 for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 14% on Nine (Nine + Go + Gem + Life) and up 301% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 9% on Nine and up 282% on Ten in 16-39s. Seven is up 10% on Nine and up 283% on Ten in 18-49s. Seven is up 12% on Nine and up 254% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
AFL on Seven	#1	AFL on Seven	#1
AFL on Seven	#2	AFL on Seven	#2
Seven News	#3	Seven News	#3
AFL on Seven	#8	Grease	#7
Grease	#9	AFL on Seven	#8
16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#1
AFL on Seven	#2	AFL on Seven	#2
Seven News	#3	Seven News	#6
Grease	#6	AFL on Seven	#8
AFL on Seven	#9		

- **Seven News** (1.171 million). Seven News wins network – up 440,000 viewers on Nine News, a 61% audience advantage.
- **AFL on Seven: Saturday Night Football: The Finals** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- **Saturday Night At The Movies: Grease** (0.481 million) delivers in all key audiences and ranks in Saturday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 30 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

Live and As-Live Data

Week 39 Primetime Shares

ABC1:	11.6%
Seven:	19.4%
Nine:	22.7%
Ten:	11.6%
SBS1:	4.8%

ABC2:	3.1%
ABC3:	0.7%
ABC News 24:	1.1%
7TWO:	3.7%
7mate:	4.2%
7flix:	2.1%
GO!:	3.5%
Gem:	2.4%
Life:	1.9%
One:	2.7%
Eleven:	2.4%
SBS2:	0.9%
Food:	0.9%
NITV:	0.2%

Week 39 Combined Multiple Channels Primetime Shares

ABC1:	16.5%
Seven:	29.4%
Nine:	30.5%
Ten:	16.7%
SBS:	6.9%

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