

Monday April 30, 2018

## SEVEN'S RECORD-BREAKING RATINGS

After nine weeks of the 2018 Ratings season, Seven Network is shattering records, and growing audience and share across all key demos.

The OzTAM data shows that -




- Seven has achieved the **highest ever share any Network has had this far** into the Ratings season
- Seven's share of 32.9% beats it's previous high of 32.7% in 2013
- Seven has also earned its **highest ever share in every key demo** - 16-39, 18-49 and 25-54
- In its eighth year **7Mate has its best ever performance**, averaging 4.2 share

In the year to the end of last week -

- **Seven is #1 in Total People and #1 in all key demos**
- **7Mate is the #1 multi-channel and #1 in all key demos**

In year on year comparisons, excluding the Gold Coast 2018 Commonwealth Games,

- **Seven is the only Network to grow audience across key demos** – up 1.3% in 25-54, up 2.7% in 18-49 and up 2.1% in 16-39.
- **Seven is #1 in share growth** -

2018 v 2017 Shares				
	Total People	25-54	18-49	16-39
	+1.8%	+2.4%	+2.9%	+2.8%
	+0.4%	+0.8%	+0.9%	+1.2%
	-1.6%	-1.5%	-2.0%	-2.1%

Source: OzTAM (Metro). Wks 7-17, 2018 (excl Easter & CG Wks 13-15). 1800-2400. Seven Network FTA Share and Audience growth. Data: Cons7 prior last 7 days, Overnight last 7 days.

End.

For more details:

Stephen Browning  
Head of Corporate Affairs, SWM  
T: 0432 961 773  
E: [stbrowning@seven.com.au](mailto:stbrowning@seven.com.au)

**About Seven West Media**

Seven West Media (ASX: SWM) is one of Australia's leading integrated media companies, with a world-class presence in broadcast television, magazine and newspaper publishing and online.

The company is the home to many of Australia's leading media businesses – Seven, 7TWO and 7mate, 7flix, Pacific Magazines, *The West Australian*, *The Sunday Times* and Yahoo7, and the biggest content brands including My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, the Olympic Games, *Better Homes and Gardens*, *marie claire*, *Who*, PerthNow, racing.com and 7plus.