

28 August 2017

## Seven Network Ratings Report

Week 34: 20 August – 26 August 2017



### Seven is number one in 2017

Seven is number 1 in primetime in the current television year.

Seven + 7TWO + 7mate + 7flix combine to deliver Seven market leadership in total viewers across primetime on the combined audiences of all multiple channels in the current television year.

Seven News is number one at 6:00pm across the current television year.

Sunrise leads in breakfast television and The Morning Show leads in morning television across the current television year.

### Seven wins in news

- Seven News leads Nine News

### Seven wins in primetime on combined audiences

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix ties with Nine + Go + Gem + Life in total viewers on the combined audiences of all multiple channels.

### 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 delivers in the most-watched programmes across Australia

- |                              |               |
|------------------------------|---------------|
| - Seven News – Sunday        | 1.807 million |
| - Seven News                 | 1.590 million |
| - Sunday Night               | 1.473 million |
| - Seven News – Today Tonight | 1.423 million |
| - Seven News – Saturday      | 1.180 million |
| - Home and Away              | 1.155 million |
| - Border Security            | 1.036 million |
| - Better Homes and Gardens   | 1.033 million |
| - The Force                  | 1.010 million |

**Seven wins in breakfast television across Australia**

- Sunrise = 484,000 vs Today = 433,000

**Seven wins in morning television across Australia**

- The Morning Show = 229,000 vs Today Extra = 182,000

**Seven builds on total viewing over the past seven days**

- Sunday Night adds 34,000 viewers and = 1.283 million.
- Home and Away – Monday adds 109,000 viewers and = 1.339 million.
- Hell’s Kitchen – Monday adds 64,000 viewers and = 1.007 million.
- Home and Away – Tuesday adds 107,000 viewers and = 1.253 million.
- Home and Away - Wednesday adds 106,000 viewers and = 1.247 million.
- Home and Away – Thursday adds 115,000 viewers and = 1.264 million.

**Live and As-Live Data**

**Week 34 Primetime Shares**

ABC1:	12.3%
Seven:	18.5%
Nine:	20.9%
Ten:	11.9%
SBS1:	5.5%

ABC2:	3.2%
ABC Me:	0.7%
ABC News 24:	1.3%
7TWO:	3.8%
7mate:	3.7%
7flix:	2.6%
GO!:	3.3%
Gem:	2.3%
Life:	2.2%
One:	3.0%
Eleven:	2.9%
Viceland:	1.0%
Food:	0.8%
NITV:	0.2%

**Week 34 Combined Multiple Channels Primetime Shares**

ABC:	17.5%
Seven:	28.7%
Nine:	28.7%
Ten:	17.8%
SBS:	7.4%

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

**Primetime audience demographics for Week 34: 6:00pm-midnight**

	Total People	25-54	16-39	18-49
<b>Seven Network</b>	<b>28.70%</b>	<b>27.50%</b>	<b>27.00%</b>	<b>27.00%</b>
Nine Network	28.70%	31.80%	31.50%	32.20%
Ten Network	17.80%	22.70%	25.30%	23.80%
ABC Network	17.50%	11.60%	10.50%	10.90%
SBS Network	7.40%	6.30%	5.80%	6.00%
<b>Channel 7</b>	<b>18.50%</b>	<b>17.40%</b>	<b>16.60%</b>	<b>16.80%</b>
Channel 9	20.90%	23.20%	22.70%	23.50%
Channel 10	11.90%	15.70%	18.00%	16.50%
ABC	12.30%	6.90%	5.40%	6.10%
SBS	5.50%	3.70%	3.10%	3.40%
<b>7TWO</b>	<b>3.80%</b>	<b>1.80%</b>	<b>1.00%</b>	<b>1.50%</b>
<b>7mate</b>	<b>3.70%</b>	<b>4.80%</b>	<b>5.20%</b>	<b>5.00%</b>
<b>7flix</b>	<b>2.60%</b>	<b>3.60%</b>	<b>4.20%</b>	<b>3.80%</b>
GO!	3.30%	4.10%	4.80%	4.40%
Gem	2.30%	1.70%	1.50%	1.60%
9Life	2.20%	2.80%	2.40%	2.70%
ONE	3.00%	3.00%	2.20%	2.80%
ELEVEN	2.90%	4.10%	5.00%	4.60%
ABC2	3.20%	3.20%	3.80%	3.40%
ABC ME	0.70%	0.40%	0.40%	0.50%
ABC NEWS	1.30%	1.10%	0.80%	1.00%
SBS VICELAND	1.00%	1.40%	1.40%	1.40%
SBS Food Network	0.80%	1.10%	1.10%	1.10%
NITV	0.20%	0.10%	0.10%	0.10%

## Primetime Programming Analysis

### Sunday

- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- AFL on Seven: Sunday Afternoon Football dominates across Seven and 7mate.
- 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 builds on total viewing over the past seven days:
  - Sunday Night adds 34,000 viewers for a total audience of 1.283 million.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Seven News	#5
Sunday Night	#4	Sunday Night	#6
Hell's Kitchen	#9	Hell's Kitchen	#7
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#5	Seven News	#5
Sunday Night	#6	Sunday Night	#6
Hell's Kitchen	#7	Hell's Kitchen	#7

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- **Seven News** (1.167 million).
- **Sunday Night** (0.951 million) 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.
  - 7flix is the most-watched digital channel for 16-39s.
- Seven builds on total viewing over the past seven days:
  - Home and Away adds 109,000 viewers for a total audience of 1.339 million.
  - Hell's Kitchen adds 64,000 viewers for a total audience of 1.007 million.

## **Tuesday**

- Seven wins in news.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on total viewing over the past seven days:
  - Home and Away adds 107,000 viewers for a total audience of 1.253 million.

## **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.
  - 7flix is the most-watched digital channel for 25-54s.
- Seven builds on total viewing over the past seven days:
  - Home and Away adds 106,000 viewers for a total audience of 1.247 million.

## **Thursday**

- 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 16-39s, 18-49s and 25-54s.
- Seven builds on total viewing over the past seven days:
  - Home and Away adds 115,000 viewers for a total audience of 1.264 million.

## **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 63% on Nine and up 163% on Ten in total viewers.
  - Seven is up 54% on Nine and up 98% on Ten in 16-39s. Seven is up 51% on Nine and up 100% on Ten in 18-49s. Seven is up 55% on Nine and up 89% 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 56% on Nine (Nine + Go + Gem + Life) and is up 135% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 40% on Nine and up 106% on Ten in 16-39s. Seven is up 44% on Nine and up 102% on Ten in 18-49s. Seven is up 49% 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:

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

- **Seven News** (0.935 million). Seven News wins network – up 144,000 viewers on Nine News, an 18% audience advantage.
- **Seven News – Today Tonight** (0.872 million). Seven News – Today Tonight wins network – up 75,000 viewers on Nine News 6:30, a 9% audience advantage.
- **Better Homes and Gardens** (0.617 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 – 27 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 53% on Nine and up 132% on Ten in total viewers.
  - Seven is up 41% on Nine and up 127% on Ten in 16-39s. Seven is up 40% on Nine and up 142% on Ten in 18-49s. Seven is up 39% on Nine and up 139% 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 33% on Nine (Nine + Go + Gem + Life) and up 104% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 21% on Nine and up 112% on Ten in 16-39s. Seven is up 16% on Nine and up 71% on Ten in 18-49s. Seven is up 15% on Nine and up 89% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News	#1
AFL on Seven	#7	AFL on Seven	#4
		AFL on Seven: Pre-Match	#7
		Sister Act 2	#9
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#3	Seven News	#3
AFL on Seven	#5	AFL on Seven	#4
AFL on Seven: Pre-Match	#6	AFL on Seven: Pre-Match	#6
Sister Act 2	#10	Luxury Escapes	#10

- **Seven News** (0.759 million). Seven News wins network – up 57000 viewers on Nine News, an 8% 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.