

23 October 2017

## Seven Network Ratings Report

Week 42: 15 October – 21 October 2017

### Seven is number one in 2017

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 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 wins in breakfast television across Australia

- Sunrise = 481,000 vs Today = 420,000

### Seven wins in morning television across Australia

- The Morning Show = 211,000 vs Today Extra = 174,000

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

- |                              |               |
|------------------------------|---------------|
| - Seven News                 | 1.493 million |
| - Little Big Shots           | 1.473 million |
| - Seven News – Sunday        | 1.464 million |
| - Seven News – Today Tonight | 1.372 million |
| - Seven News – Saturday      | 1.175 million |
| - Better Homes and Gardens   | 1.107 million |

**Live and As-Live Data**

**Week 42 Primetime Shares**

ABC1:	13.0%
Seven:	18.4%
Nine:	21.8%
Ten:	13.3%
SBS1:	5.0%

ABC2:	3.2%
ABC Me:	0.5%
ABC News 24:	1.3%
7TWO:	3.8%
7mate:	3.0%
7flix:	1.8%
GO!:	3.4%
Gem:	2.5%
Life:	1.8%
One:	2.8%
Eleven:	2.2%
Viceland:	0.9%
Food:	1.0%
NITV:	0.2%

**Week 42 Combined Multiple Channels Primetime Shares**

ABC:	17.9%
Seven:	27.1%
Nine:	29.6%
Ten:	18.3%
SBS:	7.1%

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

### Primetime audience demographics for Week 42: 6:00pm-midnight

	Total People	25-54	16-39	18-49
<b>Seven Network</b>	<b>27.10%</b>	<b>26.20%</b>	<b>24.90%</b>	<b>25.50%</b>
Nine Network	29.60%	32.50%	32.90%	32.90%
Ten Network	18.30%	23.70%	26.00%	24.60%
ABC Network	17.90%	11.90%	11.20%	11.50%
SBS Network	7.10%	5.70%	4.90%	5.50%
<b>Channel 7</b>	<b>18.40%</b>	<b>18.10%</b>	<b>16.90%</b>	<b>17.50%</b>
Channel 9	21.80%	24.00%	23.80%	24.20%
Channel 10	13.30%	17.60%	20.10%	18.60%
ABC	13.00%	7.40%	6.40%	6.80%
SBS	5.00%	3.00%	2.40%	2.70%
<b>7TWO</b>	<b>3.80%</b>	<b>1.70%</b>	<b>1.40%</b>	<b>1.50%</b>
<b>7mate</b>	<b>3.00%</b>	<b>4.10%</b>	<b>4.00%</b>	<b>4.10%</b>
<b>7flix</b>	<b>1.80%</b>	<b>2.30%</b>	<b>2.50%</b>	<b>2.40%</b>
GO!	3.40%	4.40%	5.50%	4.90%
Gem	2.50%	1.80%	1.70%	1.70%
9Life	1.80%	2.30%	1.90%	2.10%
ONE	2.80%	2.90%	2.10%	2.70%
ELEVEN	2.20%	3.20%	3.90%	3.40%
ABC2	3.20%	3.20%	3.80%	3.40%
ABC ME	0.50%	0.30%	0.30%	0.40%
ABC NEWS	1.30%	1.00%	0.70%	0.90%
SBS VICELAND	0.90%	1.20%	1.20%	1.30%
SBS Food Network	1.00%	1.30%	1.20%	1.30%
NITV	0.20%	0.10%	0.10%	0.10%

## Primetime Programming Analysis

### Sunday

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	Seven News	#5
Little Big Shots	#5	Little Big Shots	#6
Highway Patrol	#9	Star Wars: Phantom Menace	#7
		Highway Patrol	#8
<b>16-39s</b>		<b>18-49s</b>	
Little Big Shots	#5	Little Big Shots	#5
Highway Patrol	#6	Star Wars: Phantom Menace	#6
Star Wars: Phantom Menace	#7	Seven News	#7
Seven News	#8	Highway Patrol	#8

- 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.

### 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. 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Michael Hutchence	#7
Seven News – Today Tonight	#5	Seven News	#8
Home and Away	#10	Seven News – Today Tonight	#9
		Home and Away	#10
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#4	Home and Away	#7
Seven News – Today Tonight	#9	Michael Hutchence	#9
		Seven News – Today Tonight	#10

### 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.

### Wednesday

- 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. The Chase leads Hot Seat.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.

### Thursday

- 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. The Chase leads Hot Seat.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.

### 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 37% on Nine and up 57% on Ten in total viewers.
  - Seven is up 62% on Nine and up 24% on Ten in 16-39s. Seven is up 57% on Nine and up 26% on Ten in 18-49s. Seven is up 53% on Nine and up 29% 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 25% on Nine (Nine + Go + Gem + Life) and is up 66% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 28% on Nine and up 59% on Ten in 16-39s. Seven is up 31% on Nine and up 50% on Ten in 18-49s. Seven is up 34% on Nine and up 47% 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News – Today Tonight	#1
Seven News – Today Tonight	#2	Seven News	#2
Better Homes and Gardens	#5	Better Homes and Gardens	#3
The Chase	#8	Thor: The Dark World	#9
<b>16-39s</b>		<b>18-49s</b>	
Seven News – Today Tonight	#1	Better Homes and Gardens	#1
Better Homes and Gardens	#2	Seven News – Today Tonight	#2
Seven News	#3	Seven News	#7
Thor: The Dark World	#7	Thor: The Dark World	#9

## Saturday

- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 43% on Nine and up 96% on Ten in total viewers.
  - Seven is up 32% on Nine and up 96% on Ten in 16-39s. Seven is up 36% on Nine and up 56% on Ten in 18-49s. Seven is up 38% on Nine and up 61% 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 25% on Nine (Nine + Go + Gem + Life) and is up 96% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 8% on Nine and up 51% on Ten in 16-39s. Seven is up 16% on Nine and up 53% on Ten in 18-49s. Seven is up 16% on Nine and up 52% 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Indiana Jones	#4
Indiana Jones	#5	Seven News	#5
		Grand Tour	#10
<b>16-39s</b>		<b>18-49s</b>	
Indiana Jones	#4	Indiana Jones	#4
Seven News	#5	Seven News	#5
Grand Tour	#8	Grand Tour	#9
Weekend Sunrise	#9		