

30 October 2017

Seven Network Ratings Report

Week 43: 22 October – 28 October 2017

Seven wins in primetime on combined audiences

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combine to win primetime in total viewers on the combined audiences of all multiple channels.

The Rugby League World Cup dominates across the Screens of Seven

- Friday's opening match peaks at 1.8 million, delivers the biggest audience for rugby league on television on a Friday this year with an average audience of 1.4 million, a national audience reach of 2.59 million across Seven and 7mate and 668,000 live streaming minutes on 7Live.
- Saturday's coverage dominates across early evening and primetime and scores the biggest audience this year on 7mate.

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 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 breakfast television across Australia

- Sunrise = 478,000 vs Today = 398,000

Seven wins in morning television across Australia

- The Morning Show = 208,000 vs Today Extra = 164,000

Seven delivers in the most-watched programmes across Australia

- Seven News – Sunday 1.464 million
- Seven News 1.461 million
- Rugby League World Cup on Seven 1.443 million
- Seven News – Today Tonight 1.357 million
- Rugby League World Cup on Seven 1.327 million
- Seven News – Saturday 1.166 million
- Home and Away 1.093 million

Live and As-Live Data

Week 43 Primetime Shares

ABC1: 13.9%
Seven: 18.5%
Nine: 19.7%
Ten: 14.2%
SBS1: 4.9%

ABC2: 3.0%
ABC Me: 0.5%
ABC News 24: 1.3%
7TWO: 4.1%
7mate: 3.8%
7flix: 2.1%
GO!: 3.1%
Gem: 2.3%
Life: 1.9%
One: 2.5%
Eleven: 2.1%
Viceland: 1.0%
Food: 1.0%
NITV: 0.1%

Week 43 Combined Multiple Channels Primetime Shares

ABC: 18.7%
Seven: 28.6%
Nine: 27.0%
Ten: 18.8%
SBS: 7.0%

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

Primetime audience demographics for Week 43: 6:00pm-midnight

	Total People	25-54	16-39	18-49
Seven Network	28.60%	28.60%	27.80%	28.30%
Nine Network	27.00%	29.60%	29.30%	29.60%
Ten Network	18.80%	24.10%	27.40%	25.20%
ABC Network	18.70%	11.90%	10.30%	11.30%
SBS Network	7.00%	5.80%	5.20%	5.60%
Channel 7	18.50%	18.70%	18.40%	18.70%
Channel 9	19.70%	21.40%	20.10%	21.00%
Channel 10	14.20%	18.40%	21.60%	19.60%
ABC	13.90%	7.60%	6.00%	6.90%
SBS	4.90%	3.10%	2.70%	2.90%
7TWO	4.10%	2.00%	1.70%	1.90%
7mate	3.80%	5.20%	4.80%	5.00%
7flix	2.10%	2.70%	2.90%	2.80%
GO!	3.10%	4.00%	5.10%	4.40%
Gem	2.30%	1.80%	2.00%	1.90%
9Life	1.90%	2.40%	2.20%	2.30%
ONE	2.50%	2.50%	1.90%	2.30%
ELEVEN	2.10%	3.20%	3.90%	3.40%
ABC2	3.00%	2.90%	3.30%	3.00%
ABC ME	0.50%	0.30%	0.30%	0.30%
ABC NEWS	1.30%	1.10%	0.70%	1.00%
SBS VICELAND	1.00%	1.20%	1.20%	1.30%
SBS Food Network	1.00%	1.30%	1.20%	1.30%
NITV	0.10%	0.10%	0.10%	0.10%

Primetime Programming Analysis

Sunday

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#4
Sunday Night	#8	Star Wars: Attack of the Clones	#5
Highway Patrol	#9	Sunday Night	#6
		Highway Patrol	#7
16-39s		18-49s	
Seven News	#4	Seven News	#4
Star Wars: Attack of the Clones	#5	Star Wars: Attack of the Clones	#5
Highway Patrol	#6	Highway Patrol	#6
Sunday Night	#7	Sunday Night	#7

- 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.

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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News – Today Tonight	#7
Seven News – Today Tonight	#3	Home and Away	#8
Home and Away	#9	Seven News	#10
16-39s		18-49s	
Home and Away	#4	Home and Away	#5
Seven News – Today Tonight	#7	Seven News – Today Tonight	#8
The Grand Tour	#8	The Grand Tour	#10
Seven News	#10		

- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 16-39s, 18-49s and 25-54s.

Tuesday

- 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.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	First Dates	#4
Seven News – Today Tonight	#5	Seven News	#9
Home and Away	#9	Home and Away	#10
16-39s		18-49s	
First Dates	#3	First Dates	#3
Home and Away	#7	Home and Away	#10
Seven News	#9		
800 Words	#10		

Wednesday

- Seven wins in news.
- 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 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	#2	Home and Away	#4
Seven News – Today Tonight	#3	Seven News – Today Tonight	#6
Home and Away	#7	Seven News	#7
16-39s		18-49s	
Home and Away	#4	Home and Away	#4
Seven News – Today Tonight	#5	Seven News – Today Tonight	#6
Seven News	#8	Seven News	#8

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.
- The Rugby League World Cup on Seven dominates across primetime.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 80% on Nine and up 83% on Ten in total viewers.
 - Seven is up 111% on Nine and up 46% on Ten in 16-39s. Seven is up 95% on Nine and up 45% on Ten in 18-49s. Seven is up 91% on Nine and up 47% 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 61% on Nine (Nine + Go + Gem + Life) and is up 93% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 37% on Nine and up 54% on Ten in 16-39s. Seven is up 42% on Nine and up 58% on Ten in 18-49s. Seven is up 51% on Nine and up 62% 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:

All People		25-54s	
RLWC on Seven: Post-Match	#1	RLWC on Seven: Post-Match	#1
RLWC on Seven: Match	#2	RLWC on Seven: Match	#2
Seven News	#3	Seven News	#8
Seven News – Today Tonight	#7	RLWC on Seven: Pre-Match	#9
16-39s		18-49s	
RLWC on Seven: Post-Match	#1	RLWC on Seven: Post-Match	#1
RLWC on Seven: Match	#2	RLWC on Seven: Match	#2
RLWC on Seven: Pre-Match	#5	RLWC on Seven: Pre-Match	#8
Seven News	#10	Seven News	#9

- **The Rugby League World Cup** dominates across the Screens of Seven:
 - peaks at 1.8 million
 - delivers an average audience of 1.4 million
 - scores a national audience reach of 2.59 million across Seven and 7mate
 - delivers 668,000 live streaming minutes on 7Live

Saturday

- Seven wins in news.
- The Rugby League World Cup on Seven dominates across primetime on 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 29% on Nine and up 174% on Ten in total viewers.
 - Seven is up 5% on Nine and up 126% on Ten in 16-39s. Seven is up 25% on Nine and up 186% on Ten in 18-49s. Seven is up 26% on Nine and up 191% 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 45% on Nine (Nine + Go + Gem + Life) and is up 189% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 22% on Nine and up 135% on Ten in 16-39s. Seven is up 35% on Nine and up 176% on Ten in 18-49s. Seven is up 38% on Nine and up 181% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Star Wars	#1
Star Wars	#5	Seven News	#3
		RLWC on 7mate	#5
		RLWC on 7mate: Night	#7
		RLWC on 7mate: Twilight	#9
		RLWC on 7mate	#10
16-39s		18-49s	
Star Wars	#1	Star Wars	#1
RLWC on 7mate: Night	#5	Seven News	#4
RLWC on 7mate	#6	RLWC on 7mate: Night	#5
Seven News	#7	RLWC on 7mate	#6
RLWC on 7mate: Twilight	#8	RLWC on 7mate: Twilight	#7
RLWC on 7mate	#9	RLWC on 7mate	#9

- **Saturday Night At The Movies: Star Wars: Revenge of the Sith** (0.503 million) is Saturday's number one most-watched programme for 16-39s, 18-49s and 25-54s.
- **The Rugby League World Cup on Seven** dominates on 7mate and across the Screens of Seven in primetime with twilight and night matches ranking in Saturday's top ten most-watched programmes in all key audience demographics.