

16 October 2017

Seven Network Ratings Report

Week 41: 8 October – 14 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 = 488,000 vs Today = 391,000

Seven wins in morning television across Australia

- The Morning Show = 208,000 vs Today Extra = 161,000

Seven delivers in the most-watched programmes across Australia

- | | |
|------------------------------|---------------|
| - Seven News | 1.463 million |
| - Little Big Shots | 1.427 million |
| - Seven News – Today Tonight | 1.362 million |
| - Seven News – Sunday | 1.290 million |
| - Better Homes and Gardens | 1.159 million |

-	Seven News – Saturday	1.146 million
-	Home and Away	1.065 million
-	800 Words	1.024 million
-	Sunday Night	1,020 million

Live and As-Live Data

Week 41 Primetime Shares

ABC1:	12.2%
Seven:	18.2%
Nine:	21.1%
Ten:	14.2%
SBS1:	4.9%

ABC2:	3.0%
ABC Me:	0.6%
ABC News 24:	1.3%
7TWO:	3.6%
7mate:	2.8%
7flix:	2.1%
GO!:	4.4%
Gem:	2.6%
Life:	1.8%
One:	2.6%
Eleven:	2.6%
Viceland:	1.0%
Food:	0.9%
NITV:	0.1%

Week 41 Combined Multiple Channels Primetime Shares

ABC:	17.0%
Seven:	26.7%
Nine:	30.0%
Ten:	19.4%
SBS:	6.9%

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

Primetime audience demographics for Week 41: 6:00pm-midnight

	Total People	25-54	16-39	18-49
Seven Network	26.70%	24.60%	23.50%	23.90%
Nine Network	30.00%	33.00%	33.30%	33.70%
Ten Network	19.40%	25.60%	28.00%	26.60%
ABC Network	17.00%	11.00%	9.90%	10.30%
SBS Network	6.90%	5.80%	5.30%	5.50%
Channel 7	18.20%	16.60%	15.50%	16.00%
Channel 9	21.10%	23.00%	22.80%	23.30%
Channel 10	14.20%	19.10%	21.50%	20.10%
ABC	12.20%	6.50%	5.00%	5.70%
SBS	4.90%	3.20%	2.60%	2.80%
7TWO	3.60%	1.70%	1.20%	1.50%
7mate	2.80%	3.70%	3.50%	3.60%
7flix	2.10%	2.60%	3.20%	2.90%
GO!	4.40%	5.30%	6.40%	5.90%
Gem	2.60%	2.50%	2.20%	2.40%
9Life	1.80%	2.20%	1.90%	2.00%
ONE	2.60%	2.80%	1.90%	2.50%
ELEVEN	2.60%	3.70%	4.50%	4.00%
ABC2	3.00%	3.00%	3.70%	3.20%
ABC ME	0.60%	0.30%	0.40%	0.40%
ABC NEWS	1.30%	1.10%	0.90%	1.00%
SBS VICELAND	1.00%	1.30%	1.50%	1.40%
SBS Food Network	0.90%	1.10%	1.10%	1.10%
NITV	0.10%	0.20%	0.10%	0.10%

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.

Monday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- 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 builds on total viewing over the past seven days:
 - Home and Away adds 105,000 viewers for a total audience of 1.221 million.

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 builds on total viewing over the past seven days:
 - Home and Away adds 102,000 viewers for a total audience of 1.125 million.
 - 800 Words adds 231,000 viewers for a total audience of 1.270 million.

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.
- Seven builds on total viewing over the past seven days:
 - Home and Away adds 113,000 viewers for a total audience of 1.209 million.

Thursday

- 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 + 7TWO + 7mate + 7flix is up 20% on Nine + Go + Gem + Life and up 12% on Ten + One + Eleven in 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 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 46% on Nine and up 70% on Ten in total viewers.
 - Seven is up 92% on Nine and up 27% on Ten in 16-39s. Seven is up 69% on Nine and up 27% on Ten in 18-49s. Seven is up 60% on Nine and up 30% on Ten in 25-54s.
- 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 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 37% on Nine (Nine + Go + Gem + Life) and is up 71% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 72% on Nine and up 27% on Ten in 16-39s. Seven is up 49% on Nine and up 27% on Ten in 18-49s. Seven is up 43% on Nine and up 40% 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	
Seven News	#1	Better Homes and Gardens	#2
Seven News – Today Tonight	#2	Seven News	#5
Better Homes and Gardens	#5	Seven News – Today Tonight	#6
The Chase	#8	Thor	#7
16-39s		18-49s	
Better Homes and Gardens	#1	Better Homes and Gardens	#1
Thor	#2	Thor	#4
Seven News	#4	Seven News – Today Tonight	#5
Seven News – Today Tonight	#5	Seven News	#6

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 44% on Nine and up 250% on Ten in total viewers.
 - Seven is up 31% on Nine and up 163% on Ten in 16-39s. Seven is up 45% on Nine and up 190% on Ten in 18-49s. Seven is up 44% on Nine and up 207% 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 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 22% on Nine (Nine + Go + Gem + Life) and is up 161% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 12% on Nine and up 99% on Ten in 16-39s. Seven is up 20% on Nine and up 120% on Ten in 18-49s. Seven is up 20% on Nine and up 127% 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:

All People		25-54s	
Seven News	#1	Indiana Jones	#1
Indiana Jones	#4	Seven News	#3
		Clash of the Titans	#6
16-39s		18-49s	
Indiana Jones	#1	Indiana Jones	#1
Seven News	#3	Seven News	#3
Clash of the Titans	#8	Clash of the Titans	#7