

2 October 2017

Seven Network Ratings Report

Week 39: 24 September – 30 September 2017

Seven wins in primetime on primary channels

- Seven is number 1 for total viewers.

Seven wins in primetime on digital channels

- 7TWO is number 1 for total viewers.
- 7mate is number 1 for 16-39s, 18-49s and 25-54s.

Seven wins in primetime on combined audiences

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combine to win primetime in total viewers and 16-39s on the combined audiences of all multiple channels.

AFL on Seven: The AFL Grand Final dominates on Seven

- The AFL Grand Final delivers a combined metropolitan and regional peak audience of 4.173 million in-home viewers. Average audience: 3.524 million viewers.
- The AFL Grand Final: Presentations delivers 3.694 million viewers and a peak audience of 4.134 million viewers.
- Across the five major metropolitan markets the match averages 2.68 million in-home viewers and peaks at 3.114 million, with a dominant share of 89.3 per cent.
- Across Grand Final Day, Seven's coverage reaches more than 6 million in-home viewers, and 4.7 million viewers across the five major metropolitan markets.

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 = 484,000 vs Today = 391,000

Seven wins in morning television across Australia

- The Morning Show = 230,000 vs Today Extra = 171,000

Seven delivers in the most-watched programmes across Australia

- AFL Grand Final: Presentations	3.694 million
- AFL Grand Final: Match	3.524 million
- AFL Grand Final: Post-Match	2.953 million
- AFL Grand Final: On The Ground	2.632 million
- Seven News - Saturday	2.059 million
- Little Big Shots	1.652 million
- Seven News – Sunday	1.640 million
- Seven News	1.494 million
- AFL Grand Final: Pre-Match	1.390 million
- Seven News – Today Tonight	1.374 million
- AFL on Seven: The Brownlow Medal	1.214 million
- Movie: Raiders of the Lost Ark	1.191 million
- Better Homes and Gardens	1.122 million
- Home and Away	1.112 million
- 800 Words	1.019 million
- Sunday Night	1.002 million

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.

Live and As-Live Data**Week 39 Primetime Shares**

ABC1:	10.9%
Seven:	21.7%
Nine:	21.2%
Ten:	11.0%
SBS1:	5.5%

ABC2:	3.0%
ABC Me:	0.6%
ABC News 24:	1.4%
7TWO:	3.7%
7mate:	3.6%
7flix:	2.4%
GO!:	3.1%
Gem:	2.7%
Life:	1.8%
One:	3.0%
Eleven:	2.3%
Viceland:	1.1%
Food:	0.9%
NITV:	0.2%

Week 39 Combined Multiple Channels Primetime Shares

ABC:	15.9%
Seven:	31.4%
Nine:	28.8%
Ten:	16.3%
SBS:	7.6%

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

Primetime audience demographics for Week 39: 6:00pm-midnight

	Total People	25-54	16-39	18-49
Seven Network	31.40%	31.20%	31.80%	31.10%
Nine Network	28.80%	31.60%	30.80%	31.70%
Ten Network	16.30%	21.30%	23.70%	22.30%
ABC Network	15.90%	10.10%	8.60%	9.40%
SBS Network	7.60%	5.80%	5.10%	5.50%
Channel 7	21.70%	21.50%	21.60%	21.30%
Channel 9	21.20%	23.60%	23.30%	23.70%
Channel 10	11.00%	15.00%	17.40%	16.00%
ABC	10.90%	5.60%	4.00%	4.90%
SBS	5.50%	3.20%	2.60%	2.90%
7TWO	3.70%	1.80%	1.20%	1.60%
7mate	3.60%	5.00%	5.40%	5.00%
7flix	2.40%	2.90%	3.60%	3.20%
GO!	3.10%	3.50%	3.70%	3.70%
Gem	2.70%	2.20%	2.00%	2.20%
9Life	1.80%	2.20%	1.80%	2.10%
ONE	3.00%	2.90%	2.20%	2.60%
ELEVEN	2.30%	3.40%	4.00%	3.60%
ABC2	3.00%	3.00%	3.40%	3.10%
ABC ME	0.60%	0.40%	0.40%	0.40%
ABC NEWS	1.40%	1.10%	0.90%	1.00%
SBS VICELAND	1.10%	1.40%	1.40%	1.40%
SBS Food Network	0.90%	1.20%	1.10%	1.20%
NITV	0.20%	0.10%	0.10%	0.10%

Primetime Programming Analysis

Sunday

- Seven wins in news.
- 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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#4
Little Big Shots	#5	Little Big Shots	#6
Sunday Night	#8	Sunday Night	#7

16-39s		18-49s	
Little Big Shots	#5	Seven News	#5
Seven News	#6	Little Big Shots	#6
Sunday Night	#7	Sunday Night	#7

- **Seven News** (1.073 million). Seven News wins network.
- **Little Big Shots** (1.022 million) peaks at 1.146 million and rank in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night** (0.626 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.
- AFL on Seven: The Brownlow Medal 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 64% on Nine and up 158% on Ten in total viewers.
 - Seven is up 78% on Nine and up 80% on Ten in 16-39s. Seven is up 67% on Nine and up 85% on Ten in 18-49s. Seven is up 58% on Nine and up 83% on Ten in 25-54s.
- 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 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 67% on Nine (Nine + Go + Gem + Life) and up 145% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 74% on Nine and up 81% on Ten in 16-39s. Seven is up 64% on Nine and up 84% on Ten in 18-49s. Seven is up 54% on Nine and up 78% 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	
The Brownlow Medal	#2	The Brownlow Medal	#2
Seven News – Today Tonight	#3	Seven News – Today Tonight	#8
Seven News	#4	Seven News	#10
16-39s		18-49s	
The Brownlow Medal	#2	The Brownlow Medal	#2
The Brownlow Medal	#6	Seven News – Today Tonight	#9
Seven News – Today Tonight	#7	The Brownlow Medal	#10
Home and Away	#10		

- **Seven News** (1.006 million). Seven News wins network – up 28,000 viewers on Nine News, a 3% audience advantage.
- **Seven News – Today Tonight** (1.030 million). Seven News – Today Tonight wins network – up 33,000 viewers on Nine News 6:30, a 3% audience advantage.
- **AFL on Seven: The Brownlow Medal** dominates across its primetime broadcast markets on Seven – 45 share in total viewers, 53 share in 16-39s, 50 share in 18-49s and 47 share in 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.
 - 7mate is the most-watched digital channel for 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.
 - 7mate is the most-watched digital channel for 25-54s.

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.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.

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 24% on Nine and up 81% on Ten in total viewers.
 - Seven is up 28% on Nine and up 16% on Ten in 16-39s. Seven is up 27% on Nine and up 29% on Ten in 18-49s. Seven is up 23% on Nine and up 35% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- 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 19% on Nine (Nine + Go + Gem + Life) and is up 60% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 19% on Nine and up 21% on Ten in 16-39s. Seven is up 22% on Nine and up 27% on Ten in 18-49s. Seven is up 19% on Nine and up 32% 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	#3
Seven News – Today Tonight	#2	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	Seven News	#5
The Chase	#8	Get Hard	#10
16-39s		18-49s	
Better Homes and Gardens	#6	Better Homes and Gardens	#3
Seven News	#7	Seven News – Today Tonight	#6
Seven News – Today Tonight	#8	Seven News	#7
Get Hard	#9	Get Hard	#9

- **Seven News** (0.908 million). Seven News wins network - up 70,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (0.874 million). Seven News – Today Tonight wins network – up 16,000 viewers on Nine News 6:30, a 2% audience advantage.
- **Better Homes and Gardens** (0.701 million) 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.

Saturday

- Seven wins in news.
- AFL on Seven: The AFL Grand Final dominates on Seven.
 - The AFL Grand Final delivers a combined metropolitan and regional peak audience of 4.173 million in-home viewers. Average audience: 3.524 million viewers.
 - The AFL Grand Final: Presentations averages 3.694 million viewers and a peak of 4.134 million viewers.
 - Across the five major metropolitan markets, the match averages 2.68 million in-home viewers and peaks at 3.114 million, with a dominant share of 89.3 per cent.
 - Across Grand Final Day, Seven's coverage reaches more than 6 million in-home viewers, and 4.7 million viewers across the five major metropolitan markets.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 129% on Nine and up 448% on Ten in total viewers.
 - Seven is up 184% on Nine and up 372% on Ten in 16-39s. Seven is up 164% on Nine and up 381% on Ten in 18-49s. Seven is up 154% on Nine and up 389% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate 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 73% on Nine (Nine + Go + Gem + Life) and up 276% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 128% on Nine and up 298% on Ten in 16-39s. Seven is up 98% on Nine and up 270% on Ten in 18-49s. Seven is up 96% on Nine and up 242% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
AFL Grand Final: Presentations	#1	AFL Grand Final: Presentations	#1
AFL Grand Final: Match	#2	AFL Grand Final: Match	#2
AFL Grand Final: Post-Match	#3	AFL Grand Final: Post-Match	#3
AFL Grand Final: On The Ground	#4	AFL Grand Final: On The Ground	#4
Seven News	#5	Seven News	#5
AFL Grand Final: Pre-Match	#6	AFL Grand Final: Pre-Match	#6
Raiders of the Lost Ark	#7	Raiders of the Lost Ark	#7
		AFL Grand Final: The Kick	#8
		47 Ronin	#10
16-39s		18-49s	
AFL Grand Final: Presentations	#1	AFL Grand Final: Presentations	#1
AFL Grand Final: Match	#2	AFL Grand Final: Match	#2
AFL Grand Final: Post-Match	#3	AFL Grand Final: Post-Match	#3
AFL Grand Final: On The Ground	#4	AFL Grand Final: On The Ground	#4
Seven News	#5	Seven News	#5
AFL Grand Final: Pre-Match	#6	AFL Grand Final: Pre-Match	#6
Raiders of the Lost Ark	#7	Raiders of the Lost Ark	#7
AFL Grand Final: The Kick	#8	AFL Grand Final: The Kick	#8
AFL Grand Final: Post-Entertainment	#9	47 Ronin	#10

- **Seven News** (1.464 million). Seven News wins network – up 719,00 viewers on Nine News, a 97% audience advantage.
- **Saturday Night At The Movies: Raiders of the Lost Ark** (0.796 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Saturday's top ten most-watched programmes for total viewers and in all key audiences – 27 share in total viewers, 33 share in 16-39s, 35 share in 18-49s and 35 share in 25-54s.