

18 April 2016

## **Seven Network Ratings Report**

**Week 16: 10 April – 16 April 2016**

### **Seven wins in primetime on primary channels.**

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

### **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 combines to win primetime in total viewers on the combined audiences of all multiple channels.

### **Seven dominates the most-watched programmes in all key demographics**

- Seven scores the number 1 and 8 of the top 10 most-watched programmes.
- Seven scores the number 1 and 5 of the top 10 programmes for 16-39s and 18-49s. Seven scores the number 1 and 6 of the top 10 programmes for 25-54s.

### **Seven wins in news.**

- Seven News leads Nine News.
- Seven News – Today Tonight leads Nine News 6:30.

### **Seven wins at 5:30pm.**

- The Chase leads Hot Seat.

### **Seven wins at 7:00pm.**

- Home and Away wins at 7:00pm in 16-39s, 18-49s and 25-54s.

### **Seven wins in morning television.**

- The Morning Show leads Today Extra.



### **Seven dominates the most-watched programmes across Australia.**

-	My Kitchen Rules – Tuesday	2.068 million
-	My Kitchen Rules – Wednesday	1.981 million
-	My Kitchen Rules – Monday	1.978 million
-	Seven News – Sunday	1.937 million
-	My Kitchen Rules – Sunday	1.915 million
-	Sunday Night	1.574 million
-	Seven News	1.347 million
-	Home and Away	1.332 million
-	Seven News – Saturday	1.264 million
-	Better Homes and Gardens	1.090 million
-	The Chase	1.044 million
-	Seven News – Today Tonight	1.041 million

Metropolitan and Regional Combined Audiences

### **Seven delivers across the week.**

- My Kitchen Rules peaks at 1.569 million, wins in total viewers, 16-39s, 18-49s and 25-54s and is Sunday's most-watched programme for 16-39s, 18-49s and 25-54s.
- Sunday Night wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Sunday's top ten most-watched programmes for total viewers and in all key audiences.
- My Kitchen Rules peaks at 1.662 million and is Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.714 million, dominates in all key audiences, and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.627 million, dominates in all key audiences and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens 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.
- AFL on Seven: Friday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

## Seven dominates the most-watched programmes in all key demographics

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules - Tuesday	#1	My Kitchen Rules – Tuesday	#1
My Kitchen Rules – Monday	#2	My Kitchen Rules – Wednesday	#2
My Kitchen Rules – Wednesday	#3	My Kitchen Rules – Monday	#3
Seven News – Sunday	#4	My Kitchen Rules – Sunday	#4
My Kitchen Rules – Sunday	#5	Seven News – Sunday	#7
Seven News	#7	Sunday Night	#9
Seven News – Today Tonight	#9		
Sunday Night	#10		

  

<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules – Tuesday	#1	My Kitchen Rules – Tuesday	#1
My Kitchen Rules – Monday	#2	My Kitchen Rules – Wednesday	#2
My Kitchen Rules – Wednesday	#3	My Kitchen Rules – Monday	#3
My Kitchen Rules – Sunday	#4	My Kitchen Rules – Sunday	#4
Seven News – Sunday	#9	Seven News – Sunday	#8

## Primetime audience demographics for primary channels

<b>6:00pm-midnight Week 16, 2016</b>					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	22.6%	17.8%	11.1%	13.0%	4.3%
16-39s	23.2%	19.2%	12.8%	5.2%	2.9%
18-49s	22.3%	19.6%	13.2%	6.1%	3.4%
25-54s	22.3%	19.5%	13.0%	7.0%	3.6%

## Primetime audience demographics for digital channels

<b>6:00pm-midnight Week 16, 2016</b>				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.3%	1.5%	1.9%	2.2%
7mate	4.0%	6.8%	6.1%	5.7%
7flix	1.4%	2.1%	1.8%	1.8%
GO!	3.7%	5.6%	4.9%	4.6%
Gem	2.5%	2.4%	2.2%	2.2%
Life	2.2%	3.0%	3.1%	3.1%
One	3.1%	2.4%	3.0%	3.5%
Eleven	2.4%	4.3%	3.7%	3.4%
ABC2	2.9%	3.3%	3.1%	2.9%
ABC3:	0.9%	0.6%	0.6%	0.5%
ABC News 24	1.3%	0.8%	1.2%	1.2%
SBS2	1.2%	1.5%	1.7%	1.7%
NITV	0.3%	0.3%	0.3%	0.2%
Food	1.1%	2.1%	1.8%	1.6%

## Primetime audience demographics for combined audiences of all channels.

<b>6:00pm-midnight Week 16, 2016</b>					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	32.3%	26.1%	16.6%	18.1%	6.9%
16-39s	33.6%	30.3%	19.5%	9.9%	6.8%
18-49s	32.2%	29.8%	19.9%	11.0%	7.1%
25-54s	32.0%	29.4%	19.8%	11.6%	7.0%

FTA Channels and Total TV

Copyright Oztam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live).

## Primetime Programming Analysis

### Sunday

- Seven wins in news.
- Seven wins in breakfast television.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 35% on Nine and up 209% on Ten in total viewers.
  - Seven is up 28% on Nine and up 148% on Ten in 16-39s. Seven is up 16% on Nine and up 122% on Ten in 18-49s. Seven is up 24% on Nine and up 144% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for total viewers, 18-49s and 25-54s.
- Seven wins in primetime 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 20% on Nine (Nine + Go + Gem + Life) and up 170% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 3% on Nine and up 131% on Ten in 16-39s. Seven leads Nine and is up 105% on Ten in 18-49s. Seven is up 8% on Nine and up 107% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	My Kitchen Rules	#1
My Kitchen Rules	#2	Seven News	#2
Sunday Night	#4	Sunday Night	#4
		AFL on Seven	#10
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Seven News	#3
Sunday Night	#6	Sunday Night	#5
AFL on Seven	#10	AFL on Seven	#10

- **Seven News** (1.325 million). Seven News wins network – up 167,000 viewers on Nine News, a 14% audience advantage.
- **My Kitchen Rules** (1.315 million) peaks at 1.569 million, wins in total viewers, 16-39s, 18-49s and 25-54s and is Sunday's most-watched programme for 16-39s, 18-49s and 25-54s – 36 share in total viewers, 47 share in 16-39s, 43 share in 18-49s and 43 share in 25-54s.
- **Sunday Night** (0.994 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Sunday's top ten most-watched programmes for total viewers and in all key audiences – 38 share in total viewers, 35 share in 16-39s, 36 share in 18-49s and 40 share in 25-54s.

## Monday

- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 30% on Nine and up 112% on Ten in total viewers.
  - Seven is up 25% on Nine and up 53% on Ten in 16-39s. Seven is up 11% on Nine and up 60% on Ten in 18-49s. Seven is up 12% on Nine and up 68% 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 and 18-49s.
- Seven wins in primetime 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 27% on Nine (Nine + Go + Gem + Life) and up 83% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 12% on Nine and up 43% on Ten in 16-39s. Seven is up 5% on Nine and up 46% on Ten in 18-49s. Seven is up 5% on Nine and up 46% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Seven News	#5
Seven News – Today Tonight	#5	Seven News – Today Tonight	#7
		Home and Away	#9
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#4	Seven News	#5
Seven News – Today Tonight	#8	Seven News – Today Tonight	#8
Seven News	#9	Home and Away	#9

- **Seven News** (1.149 million).
- **Seven News – Today Tonight** (1.069 million).
- **Home and Away** (0.820 million) wins in 16-39s and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 31 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.
- **My Kitchen Rules** (1.356 million) peaks at 1.662 million and is Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 38 share in total viewers, 45 share in 16-39s, 41 share in 18-49s and 41 share in 25-54s.

## Tuesday

- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 42% on Nine and up 72% on Ten in total viewers.
  - Seven is up 25% on Nine and up 78% on Ten in 16-39s. Seven is up 25% on Nine and up 61% on Ten in 18-49s. Seven is up 24% on Nine and up 67% 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 18-49s and 25-54s.
- Seven wins in primetime 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 35% on Nine (Nine + Go + Gem + Life) and up 63% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 12% on Nine and up 60% on Ten in 16-39s. Seven is up 15% on Nine and up 42% on Ten in 18-49s. Seven is up 13% on Nine and up 43% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Seven News	#5
Seven News – Today Tonight	#4	Seven News – Today Tonight	#6
Home and Away	#7	Home and Away	#7
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#2	Home and Away	#5
Seven News – Today Tonight	#8	Seven News	#6
Seven News	#9	Seven News – Today Tonight	#8

- **Seven News** (1.099 million).
- **Seven News – Today Tonight** (1.068 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.886 million) wins in 16-39s, 18-49s and 25-54s – 26 share in total viewers, 33 share in 16-39s, 29 share in 18-49s and 28 share in 25-54s.
- **My Kitchen Rules** (1.439 million) peaks at 1.714 million, dominates in all key audiences, and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 40 share in total viewers, 46 share in 16-39s, 44 share in 18-49s and 44 share in 25-54s.

## Wednesday

- 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 49% on Nine and up 148% on Ten in total viewers.
  - Seven is up 74% on Nine and up 192% on Ten in 16-39s. Seven is up 51% on Nine and up 141% on Ten in 18-49s. Seven is up 47% on Nine and up 127% 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 25-54s.
- Seven wins in primetime 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 42% on Nine (Nine + Go + Gem + Life) and up 113% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 42% on Nine and up 96% on Ten in 16-39s. Seven is up 35% on Nine and up 83% on Ten in 18-49s. Seven is up 34% on Nine and up 78% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:
 

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Seven News	#5
Seven News – Today Tonight	#3	Seven News – Today Tonight	#7
Home and Away	#9	Home and Away	#9
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#2	Home and Away	#4
Seven News – Today Tonight	#3	Seven News	#7
Seven News	#4	Seven News – Today Tonight	#8
- **Seven News** (1.084 million). Seven News wins network – up 68,000 viewers on Nine News, a 7% audience advantage.
- **Seven News – Today Tonight** (1.022 million). Seven News – Today Tonight wins network – up 58,000 viewers on Nine News 6:30, a 6% audience advantage.
- **Home and Away** (0.776 million) wins in 16-39s and 18-49s – 33 share in 16-39s, 30 share in 18-49s and 27 share in 25-54s.
- **My Kitchen Rules** (1.349 million) peaks at 1.627 million, dominates in all key audiences and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 42 share in total viewers, 54 share in 16-39s, 50 share in 18-49s and 49 share in 25-54s.

## Thursday

- Seven wins in news.
- 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 at 5:30pm. The Chase leads Hot Seat.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#2
Seven News – Today Tonight	#3	Seven News- Today Tonight	#3
Home and Away	#5	Home and Away	#8
My France with Manu	#9		
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#2	Seven News	#2
Seven News	#4	Seven News – Today Tonight	#5
Seven News – Today Tonight	#8	Home and Away	#6

- **Seven News** (1.036 million). Seven News wins network – up 55,000 viewers on Nine News, a 6% audience advantage.
- **Seven News – Today Tonight** (0.960 million). Seven News – Today Tonight wins network - up 58,000 viewers on Nine News 6:30, a 6% audience advantage.
- **Home and Away** (0.767 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 26 share in total views, 34 share in 16-39s, 31 share in 18-49s and 28 share in 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 21% on Nine and up 75% on Ten in total viewers.
  - Seven is up 34% on Nine and up 70% on Ten in 16-39s. Seven is up 13% on Nine and up 47% on Ten in 18-49s. Seven is up 9% on Nine and up 41% 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 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 23% on Nine (Nine + Go + Gem + Life) and up 70% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 17% on Nine and up 62% on Ten in 16-39s. Seven is up 10% on Nine and up 46% on Ten in 18-49s. Seven is up 10% on Nine and up 41% 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	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#8
The Chase	#9		
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#1	Seven News	#2
Seven News – Today Tonight	#2	Seven News- Today Tonight	#4
Better Homes and Gardens	#3	Better Homes and Gardens	#8
AFL on Seven	#8		

- **Seven News** (0.925 million). Seven News wins network – up 16,000 viewers on Nine News, a 2% audience advantage.
- **Better Homes and Gardens** (0.682 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 – 34 share in total viewers, 35 share in 16-39s, 30 share in 18-49s and 29 share in 25-54s.
- **AFL on Seven: Friday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven – 68 share in total viewers, 68 share in 16-39s, 84 share in 18-49s and 79 share in 25-54s.

## 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 51% on Nine and up 197% on Ten in total viewers.
  - Seven is up 34% on Nine and up 184% on Ten in 16-39s. Seven is up 43% on Nine and up 161% on Ten in 18-49s. Seven is up 45% on Nine and up 173% 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 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 30% on Nine (Nine + Go + Gem + Life) and up 186% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 41% on Nine and up 210% on Ten in 16-39s. Seven is up 33% on Nine and up 180% on Ten in 18-49s. Seven is up 32% on Nine and up 170% 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	#1	Seven News	#2
AFL on Seven	#8	AFL on Seven	#4
AFL on Seven: Post-Match	#9	AFL on Seven: Pre-Match	#6
		AFL on Seven: Pre-Game	#7
		AFL on Seven: Post-Match	#8
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#3	Seven News	#1
Iron Man 2	#4	AFL on Seven	#4
AFL on Seven	#5	AFL on Seven: Pre-Match	#5
AFL on Seven: Pre-Game	#6	AFL on Seven: Pre-Game	#6
AFL on Seven: Pre-Match	#7	Iron Man 2	#7
AFL on Seven: Post-Match	#8	AFL on Seven: Post-Match	#8

- **Seven News** (0.871 million). Seven News wins network – up 65,000 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 – 60 share in total viewers, 81 share in 16-39s, 76 share in 18-49s and 69 share in 25-54s.

**Live and As-Live Data****Week 16 Primetime Shares**

ABC1:	13.0%
Seven:	22.6%
Nine:	17.8%
Ten:	11.1%
SBS1:	4.3%

ABC2:	2.9%
ABC3:	0.9%
ABC News 24:	1.3%
7TWO:	4.3%
7mate:	4.0%
7flix:	1.4%
GO!:	3.7%
Gem:	2.5%
Life:	2.2%
One:	3.1%
Eleven:	2.4%
SBS2:	1.2%
Food:	1.1%
NITV:	0.3%

**Week 16 Combined Multiple Channels Primetime Shares**

ABC1:	18.1%
Seven:	32.3%
Nine:	26.1%
Ten:	16.6%
SBS:	6.9%

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