### **Seven Network Ratings Report**

# Week 18: 24 April - 30 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 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 dominates the most-watched programmes in all key demographics

- Seven scores the number 1 and 6 of the top 10 most-watched programmes.
- Seven scores the number 1 and 7 of the top 10 programmes for 16-39s, the number 1 and 5 of the top 10 programmes for 18-49s, and the number 1 and 6 of the top 10 programmes for 25-54s.

# Seven wins in morning television.

The Morning Show leads Today Extra.



# Seven wins in breakfast television and morning television across Australia.

- Sunrise = 532,000 vs Today = 489,000
- The Morning Show = 268,000 vs Today Extra = 217,000

Metropolitan and Regional Combined Audiences

# Seven dominates the most-watched programmes across Australia.

| - | My Kitchen Rules – Winner       | 2.774 million |
|---|---------------------------------|---------------|
| - | My Kitchen Rules – Grand Final  | 2.576 million |
| - | My Kitchen Rules – Monday       | 2.354 million |
| - | Seven News – Sunday             | 1.576 million |
| - | Seven News                      | 1.433 million |
| - | Seven News – Saturday           | 1.352 million |
| - | Home and Away                   | 1.335 million |
| - | Seven Year Switch               | 1.213 million |
| - | House Rules – Wednesday         | 1.167 million |
| - | Better Homes and Gardens        | 1.149 million |
| - | Seven News - Today Tonight      | 1.107 million |
| - | House Rules – Thursday          | 1.079 million |
| - | The Chase                       | 1.062 million |
| - | Criminal Minds: Beyond Borders  | 1.059 million |
| - | Royal Edinburgh Military Tattoo | 1.057 million |
|   |                                 |               |

Metropolitan and Regional Combined Audiences

#### Seven delivers across the week.

- AFL on Seven: Sunday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- AFL on Seven: ANZAC Day Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- My Kitchen Rules peaks at 1.970 million, dominates in total viewers, 16-39s, 18-49s and 25-54s, and is Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Criminal Minds: Beyond Borders wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- My Kitchen Rules Grand Final peaks at 2.146 million, and dominates in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules Winner peaks at 2.218 million, dominates in total viewers, 16-39s, 18-49s and 25-54s, and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Seven Year Switch dominates in total viewers, 16-39s, 18-49s and 25-54s, and ranks only behind My Kitchen Rules as Tuesday's most-watched programme for 16-39s, 18-49s and 25-54s.
- House Rules delivers in all key audience demographics and ranks in Wednesday's top ten most-watched for total viewers, 16-39s, 18-49s and 25-54s.
- Royal Edinburgh Military Tattoo wins its timeslot in total viewers,
- House Rules is one of Thursday's top two most-watched programmes for 16-39s and 18-49s.
- 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 broadcast markets on Seven.
- AFL on Seven: Saturday Afternoon Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.

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

| #1                         |
|----------------------------|
| #2                         |
| #3                         |
| #6                         |
| #7                         |
| #8                         |
|                            |
| #1                         |
| #2                         |
| #3                         |
| #6                         |
| #8                         |
|                            |
|                            |
| ##<br>##<br>##<br>##<br>## |

# Primetime audience demographics for primary channels

| 6:00pm-midnight Week 18, 2016 |       |       |       |       |      |  |  |
|-------------------------------|-------|-------|-------|-------|------|--|--|
| Audience shares               | Seven | Nine  | Ten   | ABC   | SBS  |  |  |
| All People                    | 23.6% | 17.7% | 10.5% | 13.0% | 4.2% |  |  |
| 16-39s                        | 26.3% | 18.6% | 12.0% | 5.2%  | 2.6% |  |  |
| 18-49s                        | 24.8% | 18.9% | 12.5% | 5.9%  | 3.3% |  |  |
| 25-54s                        | 24.9% | 18.8% | 12.5% | 6.7%  | 3.5% |  |  |

# Primetime audience demographics for digital channels

| 6:00pm-midnight Week 18, 2016 |       |        |        |        |
|-------------------------------|-------|--------|--------|--------|
| Audience shares               | Total | 16-39s | 18-49s | 25-54s |
| 7TWO                          | 4.1%  | 1.5%   | 1.8%   | 2.2%   |
| 7mate                         | 3.9%  | 6.4%   | 5.9%   | 5.2%   |
| 7flix                         | 1.3%  | 2.1%   | 1.9%   | 1.7%   |
| GO!                           | 3.7%  | 5.1%   | 4.7%   | 4.5%   |
| Gem                           | 2.4%  | 2.3%   | 2.1%   | 2.0%   |
| Life                          | 2.1%  | 2.5%   | 2.8%   | 2.9%   |
| One                           | 2.8%  | 2.3%   | 2.8%   | 3.2%   |
| Eleven                        | 2.9%  | 5.4%   | 4.4%   | 3.9%   |
| ABC2                          | 3.1%  | 3.1%   | 3.0%   | 2.8%   |
| ABC3                          | 0.8%  | 0.5%   | 0.6%   | 0.5%   |
| ABC News 24                   | 1.2%  | 0.9%   | 1.2%   | 1.2%   |
| SBS2                          | 1.2%  | 1.3%   | 1.5%   | 1.6%   |
| NITV                          | 0.3%  | 0.4%   | 0.3%   | 0.3%   |
| Food                          | 1.0%  | 1.5%   | 1.5%   | 1.5%   |
|                               |       |        |        |        |

# Primetime audience demographics for combined audiences of all channels.

| 6:00pm-midnight Week 18, 2016 |       |       |       |       |      |  |  |
|-------------------------------|-------|-------|-------|-------|------|--|--|
| Audience shares               | Seven | Nine  | Ten   | ABC   | SBS  |  |  |
| All People                    | 33.0% | 25.9% | 16.3% | 18.1% | 6.7% |  |  |
| 16-39s                        | 36.2% | 28.6% | 19.7% | 9.7%  | 5.8% |  |  |
| 18-49s                        | 34.4% | 28.5% | 19.7% | 10.6% | 6.7% |  |  |
| 25-54s                        | 34.1% | 28.2% | 19.5% | 11.3% | 6.9% |  |  |

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 primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 19% on Nine and up 230% on Ten in total viewers.
  - Seven is up 44% on Nine and up 187% on Ten in 16-39s. Seven is up 19% on Nine and up 165% on Ten in 18-49s. Seven is up 17% on Nine and up 169% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for 16-39s.
- 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 14% on Nine (Nine + Go + Gem + Life) and up 173% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 30% on Nine and up 138% on Ten in 16-39s. Seven is up 4% on Nine and up 120% on Ten in 18-49s. Seven is up 3% on Nine and up 127% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

| All People              |     | 25-54s               |     |
|-------------------------|-----|----------------------|-----|
| Seven News              | #1  | Seven News           | #2  |
| Highway Patrol          | #8  | AFL on Seven         | #7  |
| Border Security         | #10 | Thor: The Dark World | #9  |
| ·                       |     | Highway Patrol       | #10 |
| 16-39s                  |     | 18-49s               |     |
| Seven News              | #1  | Seven News           | #3  |
| AFL on Seven            | #4  | AFL on Seven         | #6  |
| Thor: The Dark World    | #5  | Thor: The Dark World | #8  |
| AFL on Seven: Pre-Match | #7  | Highway Patrol       | #9  |
| Highway Patrol          | #8  |                      |     |
| Border Security         | #9  |                      |     |

- Seven News (1.044 million). Seven News wins network up 131,000 viewers on Nine News, a 14% audience advantage.
- AFL on Seven: Sunday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

# Monday

- 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 66% on Nine and up 198% on Ten in total viewers.
  - Seven is up 80% on Nine and up 196% on Ten in 16-39s. Seven is up 69% on Nine and up 156% on Ten in 18-49s. Seven is up 71% on Nine and up 165% 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 64% on Nine (Nine + Go + Gem + Life) and up 150% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 55% on Nine and up 121% on Ten in 16-39s. Seven is up 53% on Nine and up 111% on Ten in 18-49s. Seven is up 58% on Nine and up 116% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven scores in the most-watched programmes:

| All People<br>My Kitchen Rules<br>Seven News<br>Seven News – Today Tonight<br>Home and Away  | #1<br>#2<br>#3<br>#8              | 25-54s My Kitchen Rules Seven News Seven News – Today Tonight Home and Away Criminal Minds: Borders AFL on Seven | #1<br>#2<br>#4<br>#7<br>#9<br>#10 |
|--|-----------------------------------|--|-----------------------------------|
| 16-39s<br>My Kitchen Rules<br>Seven News<br>Seven News – Today Tonight<br>Home and Away<br>AFL on Seven<br>Criminal Minds: Borders | #1<br>#2<br>#4<br>#6<br>#9<br>#10 | 18-49s My Kitchen Rules Seven News Seven News – Today Tonight Home and Away Criminal Minds: Borders AFL on Seven | #1<br>#2<br>#5<br>#7<br>#9        |

- AFL on Seven: ANZAC Day Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- Seven News (1.398 million). Seven News wins network up 169,000 viewers on Nine News, a 14% audience advantage.
- Seven News Today Tonight (1.284 million). Seven News Today Tonight wins network up 73,000 viewers on Nine News 6:30, a 6% audience advantage.
- **Home and Away** (0.816 million) wins in 16-39s 25 share in total viewers, 33 share in 16-39s, 29 share in 18-49s and 27 share in 25-54s.
- My Kitchen Rules (1.633 million):
  - peaks at 1.970 million
  - dominates in total viewers, 16-39s, 18-49s and 25-54s
  - Monday's most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 47 share in total viewers, 58 share in 16-39s, 55 share in 18-49s and 54 share in 25-54s.
- Criminal Minds: Beyond Borders (0.677 million):
  - wins in total viewers, 16-39s, 18-49s and 25-54s
  - ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s: 36 share in total viewers, 37 share in 16-39s, 37 share in 18-49s and 37 share in 25-54s.

# Tuesday

- 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 150% on Nine and up 146% on Ten in total viewers.
  - Seven is up 237% on Nine and up 207% on Ten in 16-39s. Seven is up 210% on Nine and up 174% on Ten in 18-49s. Seven is up 206% on Nine and up 161% 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 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 103% on Nine (Nine + Go + Gem + Life) and up 121% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 126% on Nine and up 156% on Ten in 16-39s. Seven is up 124% on Nine and up 128% on Ten in 18-49s. Seven is up 123% on Nine and up 122% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.

Seven scores in the most-watched programmes:

| All People                 |     | 25-54s                     |    |
|----------------------------|-----|----------------------------|----|
| My Kitchen Rules - Winner  | #1  | My Kitchen Rules – Winner  | #1 |
| My Kitchen Rules – Final   | #2  | My Kitchen Rules – Final   | #2 |
| Seven News                 | #3  | Seven Year Switch          | #3 |
| Seven News - Today Tonight | #6  | Seven News                 | #4 |
| Home and Away              | #8  | Seven News - Today Tonight | #6 |
| Seven Year Switch          | #10 | Home and Away              | #6 |
| 16-39s                     |     | 18-49s                     |    |
| My Kitchen Rules - Winner  | #1  | My Kitchen Rules – Winner  | #1 |
| My Kitchen Rules – Final   | #2  | My Kitchen Rules – Final   | #2 |
| Seven Year Switch          | #3  | Seven Year Switch          | #3 |
| Home and Away              | #4  | Home and Away              | #6 |
| Seven News                 | #7  | Seven News                 | #7 |
|                            |     |                            | #8 |

- Seven News (1.150 million). Seven News wins network up 65,000 viewers on Nine News, a 6% audience advantage.
- **Home and Away** (0.860 million) wins in 16-39s, 18-49s and 25-54s 26 share in total viewers, 32 share in 16-39s, 29 share in 18-49s and 29 share in 25-54s.
- My Kitchen Rules Grand Final (1.820 million):
  - peaks at 2.146 million
  - dominates in total viewers, 16-39s, 18-49s and 25-54s: 52 share in total viewers, 65 share in 16-39s, 61 share in 18-49s and 59 share in 25-54s.
- My Kitchen Rules Winner (1.982 million):
  - peaks at 2.218 million
  - dominates in total viewers, 16-39s, 18-49s and 25-54s
  - Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s: 63 share in total viewers, 72 share in 16-39s, 68 share in 18-49s and 67 share in 25-54s
- Seven Year Switch (0.789 million):
  - dominates in total viewers, 16-39s, 18-49s and 25-54s
  - ranks only behind My Kitchen Rules as Tuesday's most-watched programme for 16-39s, 18-49s and 25-54s: 45 share in total viewers, 61 share in 16-39s, 56 share in 18-49s and 55 share in 25-54s.

# Wednesday

- Seven wins in news.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- 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:

| All People<br>Seven News<br>Seven News – Today Tonight<br>Home and Away<br>House Rules | #2<br>#3<br>#9<br>#10 | 25-54s<br>Seven News<br>Seven News – Today Tonight<br>Home and Away<br>House Rules | #3<br>#4<br>#8<br>#9 |
|--|-----------------------|--|----------------------|
| 16-39s   |                       | 18-49s   |                      |
| House Rules  | #3                    | Seven News - Today Tonight   | #3                   |
| Home and Away  | #4                    | Seven News   | #4                   |
| Seven News - Today Tonight   | #5                    | Home and Away  | #8                   |
| Seven News   | #6                    | House Rules  | #9                   |

- Seven News (1.103 million). Seven News wins network up 72,000 viewers on Nine News, a 7% audience advantage.
- Seven News Today Tonight (1.062 million). Seven News Today Tonight wins network up 99,000 viewers on Nine News 6:30, a 10% audience advantage.
- Home and Away (0.772 million) wins in 16-39s 34 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s.
- **House Rules** (0.718 million) delivers in all key audience demographics and ranks in Wednesday's top ten most-watched for total viewers, 16-39s, 18-49s and 25-54s.
- Royal Edinburgh Military Tattoo (0.690 million) wins its timeslot in total viewers 33 share in total viewers.

### **Thursday**

- Seven wins in news.
- Seven wins in 16-39s in primetime on primary channels.
- · 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 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:

| All People                 |     | 25-54s                     |    |
|----------------------------|-----|----------------------------|----|
| Seven News                 | #1  | Seven News                 | #1 |
| Seven News - Today Tonight | #3  | Seven News - Today Tonight | #4 |
| Home and Away              | #8  | House Rules                | #5 |
| House Rules                | #10 | Home and Away              | #8 |
|                            |     | House Rules – Episode 2    | #9 |
| 16-39s                     |     | 18-49s                     |    |
| House Rules                | #2  | House Rules                | #2 |
| Home and Away              | #3  | Seven News                 | #3 |
| House Rules – Episode 2    | #4  | Home and Away              | #4 |
| Seven News                 | #5  | Seven News - Today Tonight | #6 |
| Seven News - Today Tonight | #9  | House Rules – Episode 2    | #9 |

- **Seven News** (1.054 million). Seven News wins network up 83,000 viewers on Nine News, a 9% audience advantage.
- Seven News Today Tonight (0.968 million). Seven News Today Tonight wins network up 35,000 viewers on Nine News 6:30, a 4% audience advantage.
- **Home and Away** (0.767 million) delivers in total audiences and all key audiences and ranks in Thursday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s 26 share in total viewers, 35 share in 16-39s, 30 share in 18-49s and 28 share in 25-54s.
- House Rules (0.686 million) is one of Thursday's top two most-watched programmes for 16-39s and 18-49s 25 share in total viewers, 32 share in 16-39s, 29 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 23% on Nine and up 92% on Ten in total viewers.
  - Seven is up 19% on Nine and up 75% on Ten in 16-39s. Seven is up 18% on Nine and up 73% on Ten in 18-49s. Seven is up 21% on Nine and up 71% 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.
- 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 24% on Nine (Nine + Go + Gem + Life) and up 87% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 6% on Nine and up 66% on Ten in 16-39s. Seven is up 10% on Nine and up 69% on Ten in 18-49s. Seven is up 12% on Nine and up 66% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

| All People                 |          | 25-54s                     |          |
|----------------------------|----------|----------------------------|----------|
| Seven News                 | #1       | Seven News                 | #1       |
| Seven News – Today Tonight | #4       | Seven News – Today Tonight | #4       |
| Better Homes and Gardens   | #6       | Better Homes and Gardens   | #8       |
| The Chase                  | #8       | AFL on Seven               | #9       |
| AFL on Seven               | #10      |                            |          |
| 16-39s                     |          | 18-49s                     |          |
| 10-335                     |          |                            |          |
| O M                        | 11.4     |                            | 11.4     |
| Seven News                 | #1       | Seven News                 | #1       |
| Seven News – Today Tonight | #1<br>#2 |                            | #1<br>#4 |
|                            |          | Seven News                 |          |

- Seven News (1.041 million). Seven News wins network up 111,000 viewers on Nine News, a 12% audience advantage.
- Better Homes and Gardens (0.705 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 30 share in total viewers, 32 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.
- AFL on Seven: Friday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.

### Saturday

- Seven wins in news.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 27% on Nine and up 107% on Ten in total viewers.
  - Seven is up 17% on Nine and up 66% on Ten in 16-39s. Seven is up 23% on Nine and up 71% on Ten in 18-49s. Seven is up 25% on Nine and up 78% 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 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 12% on Nine (Nine + Go + Gem + Life) and up 85% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 27% on Nine and up 82% on Ten in 16-39s. Seven is up 22% on Nine and up 72% on Ten in 18-49s. Seven is up 20% on Nine and up 66% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

| All People               |     | 25-54s                   |     |
|--------------------------|-----|--------------------------|-----|
| Seven News               | #1  | Seven News               | #1  |
| AFL on Seven             | #8  | AFL on Seven: Post-Match | #4  |
| AFL on Seven: Post-Match | #10 | AFL on Seven             | #6  |
|                          |     |                          |     |
| 16-39s                   |     | 18-49s                   |     |
| Seven News               | #1  | Seven News               | #1  |
| AFL on Seven             | #5  | AFL on Seven: Post-Match | #5  |
| AFL on Seven: Post-Match | #6  | AFL on Seven             | #6  |
| AFL on Seven: Afternoon  | #8  | AFL on Seven: Afternoon  | #10 |
|                          |     |                          |     |

- AFL on Seven: Saturday Afternoon Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- Seven News (0.933 million). Seven News wins network up 95,000 viewers on Nine News, an 11% audience advantage.
- AFL on Seven: Saturday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.

### Live and As-Live Data

### **Week 18 Primetime Shares**

ABC1: 13.0% Seven: 23.6% 17.7% Nine: 10.5% Ten: SBS1: 4.2% ABC2: 3.1% ABC3: 0.8% ABC News 24: 1.2% 7TWO: 4.1% 7mate: 3.9% 1.3% 7flix: GO!: 3.7% Gem: 2.4% 2.1% Life: One: 2.8% 2.9% Eleven: SBS2: 1.2% Food: 1.0% NITV: 0.3%

# **Week 18 Combined Multiple Channels Primetime Shares**

ABC1: 18.1% Seven: 33.0% Nine: 25.9% Ten: 16.3% SBS: 6.7%

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

figures.