

9 May 2016

Seven Network Ratings Report

Week 19: 1 May – 7 May 2016



Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combines to be number one for in total viewers and 16-39s on the combined audiences of all multiple channels.

Seven wins in primetime on primary channels.

- Seven is number 1 for 16-39s.

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 news.

- Seven News leads Nine News.

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 and 18-49s.

Seven wins in breakfast television and morning television across Australia.

- Sunrise = 544,000 vs Today = 489,000
 - The Morning Show = 240,000 vs Today Extra = 194,000
- Metropolitan and Regional Combined Audiences

Seven delivers in the most-watched programmes across Australia.

- | | |
|---------------------------|---------------|
| - Seven News – Sunday | 1.744 million |
| - Seven News – Saturday | 1.459 million |
| - Seven News | 1.360 million |
| - Sunday Night | 1.354 million |
| - Home and Away | 1.327 million |
| - House Rules – Sunday | 1.326 million |
| - House Rules – Wednesday | 1.294 million |

-	Seven Year Switch	1.243 million
-	House Rules – Tuesday	1.117 million
-	Better Homes and Gardens	1.113 million
-	House Rules – Monday	1.109 million
-	The Chase	1.081 million
-	Seven News – Today Tonight	1.019 million
-	Criminal Minds	1.018 million

Metropolitan and Regional Combined Audiences

Seven delivers across the week.

- House Rules delivers in all key audience demographics and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Sunday Night wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules delivers in all key demographics and ranks in Tuesday's top ten most-watched programmes for 16-39s and 18-49s.
- Seven Year Switch dominates in total viewers, 16-39s, 18-49s and 25-54s, and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.007 million, delivers in all key audience demographics, and is one of Wednesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- Criminal Minds wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Wednesday's top ten most-watched programmes for 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 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

Primetime audience demographics for primary channels

6:00pm-midnight Week 19, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.8%	20.3%	14.2%	12.7%	4.0%
16-39s	19.6%	18.9%	19.1%	5.3%	2.3%
18-49s	19.0%	20.9%	18.0%	6.1%	2.8%
25-54s	19.6%	21.1%	17.6%	6.7%	3.1%

Primetime audience demographics for digital channels

6:00pm-midnight Week 19, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.4%	2.0%	2.3%	2.6%
7mate	3.7%	6.1%	5.5%	4.9%
7flix	1.3%	1.9%	1.7%	1.7%
GO!	3.7%	4.8%	4.4%	4.2%
Gem	2.3%	2.2%	1.8%	1.8%
Life	2.0%	2.5%	2.7%	2.8%
One	2.7%	2.2%	2.7%	2.9%
Eleven	2.3%	4.8%	3.8%	3.3%
ABC2	3.0%	3.5%	3.2%	3.0%
ABC3	0.7%	0.6%	0.6%	0.5%
ABC News 24	1.5%	1.0%	1.5%	1.5%
SBS2	1.1%	1.4%	1.4%	1.4%
NITV	0.2%	0.2%	0.2%	0.1%
Food	0.8%	1.5%	1.4%	1.3%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 19, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.3%	28.3%	19.3%	18.0%	6.2%
16-39s	29.7%	28.3%	26.2%	10.5%	5.4%
18-49s	28.5%	30.0%	24.4%	11.3%	5.8%
25-54s	28.8%	29.9%	23.7%	11.7%	5.8%

FTA Channels and Total TV

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

Primetime Programming Analysis

Sunday

- Seven wins in primetime for 16-39s on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for 16-39s on the combined audiences of all channels.
- 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	#3	Seven News	#4
House Rules	#6	Sunday Night	#6
Sunday Night	#9	House Rules	#8
16-39s		18-49s	
Seven News	#4	Seven News	#4
Sunday Night	#8	Sunday Night	#6
House Rules	#10	House Rules	#9

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- **Seven News** (1.169 million).
- **House Rules** (0.830 million) delivers in all key audience demographics and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night** (0.791 million) wins its timeslot and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- 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 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	#7
Seven News – Today Tonight	#6	Seven News – Today Tonight	#8
		House Rules	#10
16-39s		18-49s	
Seven News	#7	Seven News – Today Tonight	#8
Seven News – Today Tonight	#8	Seven News	#9
		House Rules	#10

- **Seven News** (1.158 million). Seven News wins network.
- **Seven News – Today Tonight** (1.094 million).

Tuesday

- Seven wins in news.
- Seven wins in 16-39s in primetime on primary channels.
 - Seven is up 21% on Nine and up 20% on Ten in 16-39s.
- 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 all key demographics in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven is up 28% on Nine and up 23% on Ten in 16-39s. Seven is up 6% on Nine and up 24% on Ten in 18-49s. Seven leads Nine and is up 20% 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	#2	Seven Year Switch	#3
Seven News – Today Tonight	#5	Seven News	#4
Home and Away	#9	Seven News – Today Tonight	#8
Seven Year Switch	#10	Home and Away	#9
16-39s		18-49s	
Seven Year Switch	#2	Seven Year Switch	#3
Seven News	#4	Seven News	#5
Home and Away	#6	Home and Away	#7
House Rules	#7	House Rules	#9
Seven News – Today Tonight	#9	Seven News – Today Tonight	#10

- **Seven News** (1.211 million). Seven News wins network – up 109,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (1.070 million).
- **Home and Away** (0.851 million) wins in 16-39s, 18-49s and 25-54s – 25 share in total viewers, 33 share in 16-39s, 31 share in 18-49s and 29 share in 25-54s.
- **House Rules** (0.702 million) delivers in all key demographics and ranks in Tuesday's top ten most-watched programmes for 16-39s and 18-49s.
- **Seven Year Switch** (0.820 million).
 - dominates in total viewers, 16-39s, 18-49s and 25-54s
 - one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s: 29 share in total viewers, 42 share in 16-39s, 39 share in 18-49s and 37 share in 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is up 12% on Nine and up 14% on Ten in total viewers.
- 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 on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix is up 14% on Nine + Go + Gem + Life and up 22% on Ten + One + Eleven

- 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	House Rules	#2
Seven News – Today Tonight	#3	Seven News	#3
House Rules	#8	Seven News – Today Tonight	#5
Home and Away	#9	Home and Away	#9
		Criminal Minds	#10
16-39s		18-49s	
House Rules	#2	House Rules	#2
Home and Away	#3	Home and Away	#5
Seven News – Today Tonight	#5	Seven News	#6
Seven News	#7	Seven News – Today Tonight	#9
Criminal Minds	#8	Criminal Minds	#10

- **Seven News** (1.092 million). Seven News wins network – up 66,000 viewers on Nine News, a 6% audience advantage.
- **Seven News – Today Tonight** (1.028 million). Seven News – Today Tonight wins network – up 52,000 viewers on Nine News 6:30, a 5% audience advantage.
- **Home and Away** (0.798 million) wins in 16-39s – 31 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.
- **House Rules** (0.813 million):
 - peaks at 1.007 million
 - delivers in all key audience demographics
 - one of Wednesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s: 25 share in total viewers, 27 share in 16-39s, 26 share in 18-49s and 27 share in 25-54s.
- **Criminal Minds** (0.633 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Wednesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 27 share in total viewers, 31 share in 16-39s, 29 share in 18-49s and 30 share in 25-54s.

Thursday

- Seven wins in primetime 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 3% on Nine + Go + Gem + Life and up 17% on Ten + One + Eleven in total viewers.
- 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 morning television. The Morning Show leads Today Extra.

Friday

- Seven wins in news.
- Seven wins in 16-39s and 25-54s in primetime on primary channels.
 - Seven is up 11% on Nine and up 87% on Ten in 16-39s. Seven is up 78% on Ten in 18-49s. Seven ties with Nine and is up 76% 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 and 16-39s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 3% on Nine (Nine + Go + Gem + Life) and up 98% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 7% on Nine and up 56% on Ten in 16-39s. Seven is up 63% on Ten in 18-49s. Seven is up 65% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

All People

Seven News	#1
Seven News – Today Tonight	#5
Better Homes and Gardens	#7

25-54s

Seven News	#4
Seven News – Today Tonight	#7
AFL on Seven	#8
Better Homes and Gardens	#10

16-39s

AFL on Seven	#5
Seven News	#6
Better Homes and Gardens	#7
Seven News – Today Tonight	#8

18-49s

AFL on Seven	#4
Seven News	#7
Seven News – Today Tonight	#10

- **Seven News** (0.916 million). Seven News wins network – up 48,000 viewers on Nine News, a 6% audience advantage.
- **Better Homes and Gardens** (0.667 million) delivers in all key audiences and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s and 25-54s – 29 share in total viewers, 31 share in 16-39s, 27 share in 18-49s and 28 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

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 up 57% on Nine and up 192% on Ten in total viewers.
 - Seven is up 73% on Nine and up 202% on Ten in 16-39s. Seven is up 68% on Nine and up 187% on Ten in 18-49s. Seven is up 53% on Nine and up 169% 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 on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 25% on Nine (Nine + Go + Gem + Life) and up 200% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 39% on Nine and up 209% on Ten in 16-39s. Seven is up 28% on Nine and up 173% on Ten in 18-49s. Seven is up 16% on Nine and up 166% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
AFL on Seven	#7	AFL on Seven	#3
AFL on Seven: Pre-Match	#8	AFL on Seven: Pre-Match	#4
AFL on Seven: Afternoon	#10	AFL on Seven: Pre-Game	#7
		Sunrise	#9
16-39s		18-49s	
Seven News	#1	Seven News	#1
AFL on Seven	#3	AFL on Seven	#3
AFL on Seven: Pre-Match	#4	AFL on Seven: Pre-Match	#4
AFL on Seven: Pre-Game	#5	AFL on Seven: Pre-Game	#5
AFL on Seven: Afternoon	#9	AFL on Seven: Afternoon	#9

- **AFL on Seven: Saturday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven
- **Seven News** (0.985 million). Seven News wins network – up 162,000 viewers on Nine News, a 20% 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

Live and As-Live Data

Week 19 Primetime Shares

ABC1:	12.7%
Seven:	18.8%
Nine:	20.3%
Ten:	14.2%
SBS1:	4.0%

ABC2:	3.0%
ABC3:	0.7%
ABC News 24:	1.5%
7TWO:	4.4%
7mate:	3.7%
7flix:	1.3%
GO!:	3.7%
Gem:	2.3%
Life:	2.0%
One:	2.7%
Eleven:	2.3%
SBS2:	1.1%
Food:	0.8%
NITV:	0.2%

Week 19 Combined Multiple Channels Primetime Shares

ABC1:	18.0%
Seven:	28.3%
Nine:	28.3%
Ten:	19.3%
SBS:	6.2%

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