

13 June 2016

Seven Network Ratings Report

Week 24: 6 June - 11 June 2016

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 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 and 16-39s 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 in breakfast television and morning television across Australia.

- Sunrise = 551,000 vs Today = 500,000
- The Morning Show = 265,000 vs Today Extra = 209,000

Seven delivers in the most-watched programmes across Australia.

- | | |
|------------------------------|---------------|
| - Seven News – Sunday | 2.078 million |
| - House Rules – Sunday | 1.982 million |
| - Seven News | 1.747 million |
| - House Rules – Tuesday | 1.690 million |
| - Seven News – Today Tonight | 1.527 million |
| - House Rules – Monday | 1.496 million |
| - Seven News – Saturday | 1.296 million |
| - Home and Away | 1.289 million |



-	Better Homes and Gardens	1.165 million
-	The Chase	1.123 million
-	Sunday Night	1.040 million

Metropolitan and Regional Combined Audiences

Primetime audience demographics for primary channels

6:00pm-midnight Week 24, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.2%	18.7%	15.0%	12.3%	4.8%
16-39s	18.5%	17.2%	20.3%	5.7%	2.9%
18-49s	18.7%	18.7%	19.1%	6.3%	3.5%
25-54s	19.0%	19.2%	18.1%	7.1%	3.7%

Primetime audience demographics for digital channels

6:00pm-midnight Week 24, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.1%	1.2%	1.5%	1.9%
7mate	3.5%	5.1%	5.0%	4.7%
7flix	2.2%	3.3%	2.9%	2.8%
GO!	3.7%	5.8%	4.9%	4.5%
Gem	2.4%	2.4%	2.1%	2.1%
Life	2.0%	2.6%	2.7%	2.8%
One	3.1%	2.9%	3.2%	3.5%
Eleven	2.2%	4.2%	3.6%	3.1%
ABC2	3.1%	3.9%	3.4%	3.1%
ABC3	0.7%	0.6%	0.6%	0.5%
ABC News 24	1.3%	0.8%	1.2%	1.3%
SBS2	0.8%	1.1%	1.3%	1.2%
NITV	0.2%	0.2%	0.2%	0.1%
Food	0.9%	1.3%	1.3%	1.3%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 24, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.0%	26.7%	20.3%	17.4%	6.6%
16-39s	28.1%	28.0%	27.4%	11.0%	5.6%
18-49s	28.0%	28.5%	25.9%	11.5%	6.1%
25-54s	28.3%	28.7%	24.7%	12.0%	6.3%

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 on primary channels.
 - Seven is number one for total viewers and 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 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 8% on Nine (Nine + Go + Gem + Life) and up 92% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 11% on Nine and up 36% on Ten in 16-39s. Seven is up 4% on Nine and up 43% on Ten in 18-49s. Seven is up 2% on Nine and up 53% on Ten in 25-54s.

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

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	House Rules	#3
House Rules	#4	Seven News	#4
Sunday Night	#10	Sunday Night	#7
16-39s		18-49s	
House Rules	#2	House Rules	#3
Seven News	#5	Seven News	#5
Sunday Night	#8	Sunday Night	#8

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (1.424 million).
- **House Rules** (1.207 million):
 - peaks at 1.442 million
 - one of Sunday's top two most-watched programmes for 16-39s and one of the top three most-watched for 18-49s and 25-54s: 29 share in total viewers, 32 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s
- **Sunday Night** (0.627 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in 16-39s and 25 share in 25-54s.

Monday

- Seven wins in news.
- 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		25-54s	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#5	House Rules	#7
House Rules	#9	Seven News – Today Tonight	#9
16-39s		18-49s	
House Rules	#6	Seven News	#6
Seven News	#7	House Rules	#7
Seven News – Today Tonight	#9	Seven News – Today Tonight	#9

- **Seven News** (1.275 million). Seven News wins network – up 115,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (1.078 million).
- **House Rules** (0.872 million) peaks at 1.041 million and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s and 25-54s.
 - Seven is up 21% on Nine and up 9% on Ten in total viewers.
 - Seven is up 56% on Nine and leads Ten in 16-39s. Seven is up 37% on Nine in 18-49s. Seven is up 29% on Nine and up 4% 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 29% on Nine (Nine + Go + Gem + Life) and up 20% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 36% on Nine and up 4% on Ten in 16-39s. Seven is up 30% on Nine and up 3% on Ten in 18-49s. Seven is up 25% on Nine and up 7% 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:

All People		25-54s	
Seven News	#1	House Rules	#2
Seven News – Today Tonight	#2	Seven News	#3
House Rules	#6	Seven News – Today Tonight	#4
Home and Away	#8	Home and Away	#7
The Chase	#10		

16-39s		18-49s	
House Rules	#2	House Rules	#2
Seven News – Today Tonight	#4	Seven News	#3
Seven News	#5	Seven News – Today Tonight	#4
Home and Away	#6	Home and Away	#6
The Chase	#10		

- **Seven News** (1.236 million). Seven News wins network – up 149,000 viewers on Nine News, a 14% audience advantage.
- **Seven News – Today Tonight** (1.139 million). Seven News – Today Tonight wins network – up 87,000 viewers on Nine News 6:30, an 8% audience advantage.
- **Home and Away** (0.842 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 29 share in 16-39s, 29 share in 18-49s and 28 share in 25-54s.
- **House Rules** (1.016 million) peaks at 1.200 million and is one of Tuesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s – 30 share in total viewers, 32 share in 16-39s, 31 share in 18-49s and 32 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 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	Seven News	#2
Seven News – Today Tonight	#2	Seven News – Today Tonight	#3
Home and Away	#9	Home and Away	#10

16-39s		18-49s	
Seven News – Today Tonight	#4	Seven News – Today Tonight	#5
Home and Away	#5	Seven News	#6
Seven News	#6	Home and Away	#7

- **Seven News** (1.132 million). Seven News wins network – up 73,000 viewers on Nine News, a 7% audience advantage.
- **Seven News – Today Tonight** (1.105 million). Seven News – Today Tonight wins network – up 96,000 viewers on Nine News 6:30, a 10% audience advantage.

Thursday

- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for 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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#6
Home and Away	#8	Home and Away	#10
The Chase	#9		
16-39s		18-49s	
Home and Away	#4	Home and Away	#5
Seven News – Today Tonight	#7	Seven News	#7
Seven News	#10	Seven News – Today Tonight	#8

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 25% on Nine and up 65% on Ten in total viewers.
 - Seven is up 34% on Nine and up 60% on Ten in 16-39s. Seven is up 23% on Nine and up 46% on Ten in 18-49s. Seven is up 14% on Nine and up 37% on Ten in 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 24% on Nine (Nine + Go + Gem + Life) and up 82% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 12% on Nine and up 73% on Ten in 16-39s. Seven is up 11% on Nine and up 65% on Ten in 18-49s. Seven is up 13% on Nine and up 59% on Ten in 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	#1	Seven News	#1
Seven News – Today Tonight	#3	Seven News – Today Tonight	#3
Better Homes and Gardens	#5	Better Homes and Gardens	#8
The Chase	#8		
16-39s		18-49s	
Seven News	#1	Seven News	#2
Seven News – Today Tonight	#2	Seven News – Today Tonight	#3
Better Homes and Gardens	#8	Better Homes and Gardens	#9

- **Seven News** (0.955 million). Seven News wins network – up 36,000 viewers on Nine News, a 4% audience advantage.
- **Seven News – Today Tonight** (0.916 million). Seven News – Today Tonight wins network – up 80,000 viewers on Nine News 6:30, a 10% audience advantage.
- **Better Homes and Gardens** (0.744 million) delivers in all key audiences and ranks in Friday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 32 share in total viewers, 31 share in 16-39s, 28 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.

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 90% on Nine and up 135% on Ten in total viewers.
 - Seven is up 103% on Nine and up 138% on Ten in 16-39s. Seven is up 102% on Nine and up 124% on Ten in 18-49s. Seven is up 93% on Nine and up 118% 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 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 50% on Nine (Nine + Go + Gem + Life) and up 149% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 42% on Nine and up 149% on Ten in 16-39s. Seven is up 43% on Nine and up 112% on Ten in 18-49s. Seven is up 40% on Nine and up 106% 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	#5	AFL on Seven	#3
Border Security	#10	AFL on Seven: Post-Match	#5
		Border Security	#8
16-39s		18-49s	
Seven News	#1	Seven News	#1
AFL on Seven	#3	AFL on Seven	#3
Finding Nemo	#5	AFL on Seven: Post-Match	#5
AFL on Seven: Post- Match	#8	Finding Nemo	#8
AFL on Seven: Pre-Match	#10	Border Security	#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** (0.870 million). Seven News wins network – up 89,000 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 primetime broadcast markets on Seven.

Live and As-Live Data

Week 24 Primetime Shares

ABC1:	12.3%
Seven:	19.2%
Nine:	18.7%
Ten:	15.0%
SBS1:	4.8%

ABC2:	3.1%
ABC3:	0.7%
ABC News 24:	1.3%
7TWO:	4.1%
7mate:	3.5%
7flix:	2.2%
GO!:	3.7%
Gem:	2.4%
Life:	2.0%
One:	3.1%
Eleven:	2.2%
SBS2:	0.8%
Food:	0.9%
NITV:	0.2%

Week 24 Combined Multiple Channels Primetime Shares

ABC1:	17.4%
Seven:	29.0%
Nine:	26.7%
Ten:	20.3%
SBS:	6.6%

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