

20 June 2016

## **Seven Network Ratings Report**

**Week 25: 13 June - 18 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 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 in breakfast television.**

- Sunrise leads Today in total viewers.

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

- The Morning Show leads Mornings in total viewers.

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

- The Chase leads Hot Seat.

### **Seven is number 1 in 2016**

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s in primetime on primary channels across the current television season.
- 7TWO is number 1 for total viewers in primetime on digital channels across the current television season.

### **Seven + 7TWO + 7mate + 7flix is number 1 in 2016**

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix is number 1 in primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels across the current television season.



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

- Sunrise = 538,000 vs Today = 466,000
- The Morning Show = 280,000 vs Today Extra = 203,000

**Seven delivers in the most-watched programmes across Australia.**

- |                              |               |
|------------------------------|---------------|
| - Seven News                 | 1.784 million |
| - Seven News – Sunday        | 1.740 million |
| - House Rules – Monday       | 1.691 million |
| - House Rules – Tuesday      | 1.542 million |
| - Seven News – Today Tonight | 1.537 million |
| - House Rules – Sunday       | 1.489 million |
| - Seven News – Saturday      | 1.402 million |
| - Home and Away              | 1.293 million |
| - Better Homes and Gardens   | 1.184 million |
| - The Chase                  | 1.167 million |
| - Highway Patrol             | 1.072 million |

Metropolitan and Regional Combined Audiences

**Seven scores across the week**

- House Rules peaks at 1.122 million and is one of Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Sunday Night ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.195 million, delivers more viewers than The Voice and Masterchef, and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.060 million and is one of Tuesday's top three 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 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.
- Saturday Night At The Movies: Men in Black 3 dominates in all key audience demographics across its broadcast markets on Seven.
- Saturday Night At The Movies: Bad Boys II dominates in all key audience demographics across its broadcast markets on Seven.

**Primetime audience demographics for primary channels**

**6:00pm-midnight Week 25, 2016**

| <b>Audience shares</b> | <b>Seven</b> | <b>Nine</b> | <b>Ten</b> | <b>ABC</b> | <b>SBS</b> |
|------------------------|--------------|-------------|------------|------------|------------|
| All People             | 19.2%        | 18.2%       | 15.4%      | 12.1%      | 4.5%       |
| 16-39s                 | 18.0%        | 16.8%       | 21.2%      | 5.4%       | 2.8%       |
| 18-49s                 | 18.1%        | 18.1%       | 20.0%      | 6.0%       | 3.3%       |
| 25-54s                 | 18.7%        | 18.6%       | 19.1%      | 6.8%       | 3.6%       |

**Primetime audience demographics for digital channels**

**6:00pm-midnight Week 25, 2016**

| <b>Audience shares</b> | <b>Total</b> | <b>16-39s</b> | <b>18-49s</b> | <b>25-54s</b> |
|------------------------|--------------|---------------|---------------|---------------|
| 7TWO                   | 4.1%         | 1.2%          | 1.6%          | 1.9%          |
| 7mate                  | 3.7%         | 5.6%          | 5.3%          | 4.9%          |
| 7flix                  | 2.0%         | 2.8%          | 2.5%          | 2.5%          |
| GO!                    | 3.8%         | 5.8%          | 4.9%          | 4.6%          |
| Gem                    | 2.5%         | 2.5%          | 2.3%          | 2.4%          |
| Life                   | 2.1%         | 2.7%          | 3.0%          | 3.2%          |
| One                    | 2.8%         | 2.4%          | 2.8%          | 3.0%          |
| Eleven                 | 2.3%         | 4.7%          | 3.9%          | 3.3%          |
| ABC2                   | 3.3%         | 3.8%          | 3.4%          | 3.2%          |
| ABC3                   | 0.7%         | 0.6%          | 0.5%          | 0.5%          |
| ABC News 24            | 1.3%         | 1.0%          | 1.2%          | 1.2%          |
| SBS2                   | 1.0%         | 1.1%          | 1.3%          | 1.3%          |
| NITV                   | 0.2%         | 0.3%          | 0.2%          | 0.2%          |
| Food                   | 0.9%         | 1.4%          | 1.3%          | 1.3%          |

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

**6:00pm-midnight Week 25, 2016**

| <b>Audience shares</b> | <b>Seven</b> | <b>Nine</b> | <b>Ten</b> | <b>ABC</b> | <b>SBS</b> |
|------------------------|--------------|-------------|------------|------------|------------|
| All People             | 29.0%        | 26.6%       | 20.5%      | 17.3%      | 6.6%       |
| 16-39s                 | 27.5%        | 27.7%       | 28.3%      | 10.8%      | 5.7%       |
| 18-49s                 | 27.5%        | 28.3%       | 26.8%      | 11.3%      | 6.1%       |
| 25-54s                 | 27.9%        | 28.7%       | 25.4%      | 11.7%      | 6.3%       |

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 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 5% on Nine + Go + Gem + Life and up 38% on Ten + One + Eleven in total viewers.
- 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:

|                   |     |               |    |
|-------------------|-----|---------------|----|
| <b>All People</b> |     | <b>25-54s</b> |    |
| Seven News        | #1  | House Rules   | #3 |
| House Rules       | #3  | Seven News    | #4 |
| Sunday Night      | #10 | Sunday Night  | #9 |
| <b>16-39s</b>     |     | <b>18-49s</b> |    |
| House Rules       | #2  | House Rules   | #3 |
| Seven News        | #5  | Seven News    | #5 |
| Sunday Night      | #9  | Sunday Night  | #9 |

- **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** (1.205 million). Seven News wins network – up 68,000 viewers on Nine News, a 6% audience advantage.
- **House Rules** (0.956 million) peaks at 1.122 million and is one of Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 28 share in total viewers, 33 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.
- **Sunday Night** (0.545 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.
- Seven wins in primetime on 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 4% on Nine + Go + Gem + Life and up 54% on Ten + One + Eleven in total viewers.
- 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 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                 | #1  |
| Seven News – Today Tonight | #3  | House Rules                | #6  |
| House Rules                | #5  | Seven News – Today Tonight | #8  |
| Home and Away              | #10 |                            |     |
| <b>16-39s</b>              |     | <b>18-49s</b>              |     |
| House Rules                | #4  | Seven News                 | #2  |
| Seven News                 | #5  | House Rules                | #6  |
| Home and Away              | #9  | Seven News – Today Tonight | #9  |
| Seven News – Today Tonight | #10 | Home and Away              | #10 |

- 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** (1.367 million). Seven News wins network – up 132,000 viewers on Nine News, an 11% audience advantage.
- Seven News – Today Tonight** (1.159 million). Seven News – Today Tonight wins network – up 45,000 viewers on Nine News 6:30, a 4% audience advantage.
- Home and Away** (0.812 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules** (0.990 million) peaks at 1.195 million, delivers more viewers than The Voice and Masterchef, and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 28 share in 16-39s, 27 share in 18-49s and 28 share in 25-54s.

## Tuesday

- Seven wins in news.
- Seven wins in primetime on 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 6% on Nine + Go + Gem + Life and up 16% on Ten + One + Eleven in total viewers.
- 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 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                 | #2  |
| Seven News – Today Tonight | #3 | House Rules                | #3  |
| House Rules                | #6 | Seven News – Today Tonight | #5  |
| Home and Away              | #8 |                            |     |
| <b>16-39s</b>              |    | <b>18-49s</b>              |     |
| House Rules                | #3 | House Rules                | #2  |
| Home and Away              | #4 | Seven News                 | #4  |
| Seven News                 | #6 | Home and Away              | #10 |
| Seven News – Today Tonight | #9 |                            |     |

- **Seven News** (1.196 million). Seven News wins network – up 83,000 viewers on Nine News, a 7% audience advantage.
- **Seven News – Today Tonight** (1.109 million). Seven News – Today Tonight wins network – up 58,000 viewers on Nine News 6:30, a 6% audience advantage.
- **Home and Away** (0.845 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s and 18-49s – 25 share in total viewers, 30 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.
- **House Rules** (0.917 million) peaks at 1.060 million and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 25 share in total viewers, 25 share in 16-39s, 25 share in 18-49s and 26 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:

|                            |    |                            |    |
|----------------------------|----|----------------------------|----|
| <b>All People</b>          |    | <b>25-54s</b>              |    |
| Seven News                 | #1 | Seven News                 | #5 |
| Seven News – Today Tonight | #5 | Seven News – Today Tonight | #6 |
| Home and Away              | #8 | Home and Away              | #9 |
| <b>16-39s</b>              |    | <b>18-49s</b>              |    |
| Home and Away              | #4 | Seven News – Today Tonight | #5 |
| Seven News                 | #5 | Seven News                 | #6 |
| Seven News – Today Tonight | #6 | Home and Away              | #7 |
| Highway Patrol             | #9 |                            |    |

- **Seven News** (1.077 million). Seven News wins network – up 24,000 viewers on Nine News, a 2% audience advantage.
- **Seven News – Today Tonight** (1.020 million).
- **Home and Away** (0.764 million) delivers in all key audiences and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s and 18-49s – 30 share in 16-39s, 27 share in 18-49s and 26 share in 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 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.
- 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                 | #2 |
| Seven News – Today Tonight | #3 | Seven News – Today Tonight | #3 |
| Home and Away              | #8 | Home and Away              | #5 |
| The Chase                  | #9 |                            |    |
| <b>16-39s</b>              |    | <b>18-49s</b>              |    |
| Seven News                 | #3 | Seven News                 | #3 |
| Home and Away              | #4 | Seven News – Today Tonight | #5 |
| Seven News – Today Tonight | #6 | Home and Away              | #7 |

- **Seven News** (1.132 million). Seven News wins network – up 116,000 viewers on Nine News, an 11% audience advantage.
- **Seven News – Today Tonight** (1.046 million). Seven News – Today Tonight wins network, up 68,000 viewers on Nine News 6:30, a 7% audience advantage.
- **Home and Away** (0.734 million) delivers in all key audiences and ranks in Thursday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 28 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.

#### Friday

- 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 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 122% on Ten in total viewers.
  - Seven is up 33% on Nine and up 58% on Ten in 16-39s. Seven is up 26% on Nine and up 53% on Ten in 18-49s. Seven is up 26% on Nine and up 53% 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 30% on Nine (Nine + Go + Gem + Life) and up 111% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 7% on Nine and up 78% on Ten in 16-39s. Seven is up 10% on Nine and up 77% on Ten in 18-49s. Seven is up 11% on Nine and up 72% on Ten in 25-54s.
- 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                 | #1 |
| Seven News – Today Tonight | #2 | Seven News – Today Tonight | #3 |
| Better Homes and Gardens   | #5 | AFL on Seven               | #7 |
| The Chase                  | #7 | Better Homes and Gardens   | #9 |
| AFL on Seven               | #9 |                            |    |
| <b>16-39s</b>              |    | <b>18-49s</b>              |    |
| Seven News – Today Tonight | #3 | Seven News                 | #2 |
| Seven News                 | #4 | Seven News – Today Tonight | #4 |
| AFL on Seven               | #5 | AFL on Seven               | #6 |
| Better Homes and Gardens   | #7 | Better Homes and Gardens   | #9 |

- **Seven News** (0.989 million). Seven News wins network – up 71,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (0.942 million). Seven News – Today Tonight wins network – up 88,000 viewers on Nine News 6:30, a 10% audience advantage.
- **Better Homes and Gardens** (0.757 million) delivers in all key audiences and ranks in Friday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 33 share in total viewers, 30 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 number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 89% on Nine and up 96% on Ten in total viewers.
  - Seven is up 119% on Nine and up 44% on Ten in 16-39s. Seven is up 112% on Nine and up 70% on Ten in 18-49s. Seven is up 92% on Nine and up 78% 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 34% on Nine (Nine + Go + Gem + Life) and up 9% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 22% on Nine and up 29% on Ten in 16-39s. Seven is up 25% on Nine and up 49% on Ten in 18-49s. Seven is up 19% on Nine and up 56% on Ten in 25-54s.



- Seven scores in the most-watched programmes:

|                   |     |                          |     |
|-------------------|-----|--------------------------|-----|
| <b>All People</b> |     | <b>25-54s</b>            |     |
| Seven News        | #1  | Seven News               | #1  |
| AFL on Seven      | #9  | Men In Black 3           | #5  |
|                   |     | AFL on Seven             | #7  |
|                   |     | AFL on Seven: Pre-Match  | #9  |
| <b>16-39s</b>     |     | <b>18-49s</b>            |     |
| Seven News        | #2  | Seven News               | #2  |
| Men in Black 3    | #6  | Men in Black 3           | #6  |
| AFL on Seven      | #7  | AFL on Seven             | #7  |
| Bad Boys II       | #10 | AFL on Seven – Pre-Match | #8  |
|                   |     | Bad Boys II              | #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** (0.924 million). Seven News wins network – up 68,000 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.
- Saturday Night At The Movies: Men in Black 3** dominates in all key audience demographics across its broadcast markets on Seven – 27 share in total viewers, 38 share in 16-39s 38 share in 18-49s and 36 share in 25-54s.
- Saturday Night At The Movies: Bad Boys II** dominates in all key audience demographics across its broadcast markets on Seven – 34 share in total viewers, 45 share in 16-39s, 32 share in 18-49s and 41 share in 25-54s.

## Live and As-Live Data

### Week 25 Primetime Shares

|        |       |
|--------|-------|
| ABC1:  | 12.1% |
| Seven: | 19.2% |
| Nine:  | 18.2% |
| Ten:   | 15.4% |
| SBS1:  | 4.5%  |

|              |      |
|--------------|------|
| ABC2:        | 3.3% |
| ABC3:        | 0.7% |
| ABC News 24: | 1.3% |
| 7TWO:        | 4.1% |
| 7mate:       | 3.7% |
| 7flix:       | 2.0% |
| GO!:         | 3.8% |
| Gem:         | 2.5% |
| Life:        | 2.1% |
| One:         | 2.8% |
| Eleven:      | 2.3% |
| SBS2:        | 1.0% |
| Food:        | 0.9% |
| NITV:        | 0.2% |

### Week 25 Combined Multiple Channels Primetime Shares

|        |       |
|--------|-------|
| ABC1:  | 17.3% |
| Seven: | 29.0% |
| Nine:  | 26.6% |
| Ten:   | 20.5% |
| SBS:   | 6.6%  |

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