

10 April 2017

## Seven Network Ratings Report

Week 14: 2 April – 8 April 2017

### 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

- 7mate is number 1 for total viewers, 16-39s, 18-49s and 25-54s.

### Seven wins in primetime on combined audiences

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combine to win primetime in total viewers, 16-39s, 18-49s and 25-54s 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.

### Seven wins in morning television

- The Morning Show leads Today Extra.

### Seven wins at 5:30pm

- The Chase leads Hot Seat.

### Seven delivers in the most-watched programmes across Australia

- |                                |               |
|--------------------------------|---------------|
| - My Kitchen Rules – Wednesday | 1.988 million |
| - Seven News – Sunday          | 1.905 million |
| - My Kitchen Rules – Tuesday   | 1.890 million |
| - My Kitchen Rules – Thursday  | 1.843 million |
| - My Kitchen Rules – Sunday    | 1.828 million |
| - My Kitchen Rules – Monday    | 1.820 million |
| - Seven News                   | 1.608 million |



- Seven News – Today Tonight 1.470 million
- Seven News – Saturday 1.327 million
- Home and Away 1.224 million
- Sunday Night 1.142 million
- Million Dollar Cold Case 1.041 million
- Better Homes and Gardens 1.026 million

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

- Sunrise = 549,000 vs Today = 445,000
- The Morning Show = 223,000 vs Today Extra = 181,000

**Seven builds on total viewing over the past seven days**

- My Kitchen Rules – Sunday adds 97,000 viewers and = 1.738 million.
- Sunday Night adds 68,000 viewers and = 1.431 million.
- Home and Away – Monday adds 92,000 viewers and = 1.375 million.
- My Kitchen Rules – Monday adds 132,000 viewers and = 2.002 million.
- Murder Uncovered adds 122,000 viewers and = 1.192 million.
- Home and Away – Tuesday adds 83,000 viewers and = 1.306 million.
- My Kitchen Rules – Tuesday adds 114,000 viewers and = 1.907 million.
- Home and Away – Wednesday adds 101,000 viewers and = 1.312 million.
- My Kitchen Rules – Wednesday adds 166,000 viewers and = 2.302 million.

**Seven delivers across the week**

- My Kitchen Rules peaks at 1.540 million and is one of Sunday's top two most-watched programme for total viewers and in all key audience demographics.
- Sunday Night ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.439 million and is one of Monday's top two most-watched programmes in all key audiences.
- My Kitchen Rules peaks at 1.494 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.578 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Million Dollar Cold Case wins in total viewers and in all key audiences and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

- My Kitchen Rules wins in all key audiences and is Thursday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens 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 all key audiences: total viewers, 16-39s, 18-49s and 25-54s.
- AFL on Seven: Saturday Night Football dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.

### Live and As-Live Data

#### Week 14 Primetime Shares

ABC1:	12.3%
Seven:	23.7%
Nine:	19.0%
Ten:	10.1%
SBS1:	5.1%

ABC2:	3.0%
ABC Me:	0.5%
ABC News 24:	1.5%
7TWO:	3.4%
7mate:	3.5%
7flix:	2.0%
GO!:	3.5%
Gem:	2.4%
Life:	2.1%
One:	3.2%
Eleven:	2.6%
Viceland:	0.8%
Food:	0.8%
NITV:	0.2%

#### Week 14 Combined Multiple Channels Primetime Shares

ABC1:	17.4%
Seven:	32.7%
Nine:	27.1%
Ten:	15.9%
SBS:	7.0%

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

**Primetime audience demographics for Week 14: 6:00pm-midnight**

	<b>Total Individuals</b>	<b>Ppl 25-54</b>	<b>Ppl 16-39</b>	<b>Ppl 18-49</b>
<b>Seven Network</b>	<b>32.7%</b>	<b>33.0%</b>	<b>34.1%</b>	<b>32.8%</b>
Nine Network	27.1%	29.3%	28.5%	29.6%
Network Ten	15.9%	19.0%	20.0%	19.5%
ABC Network	17.4%	12.4%	11.6%	12.1%
SBS Network	7.0%	6.3%	5.8%	6.0%
<b>Seven</b>	<b>23.7%</b>	<b>24.0%</b>	<b>25.1%</b>	<b>23.9%</b>
Nine	19.0%	20.8%	20.2%	21.0%
TEN	10.1%	12.1%	12.5%	12.3%
ABC	12.3%	7.6%	6.4%	7.0%
SBS	5.1%	3.8%	3.1%	3.5%
<b>7TWO</b>	<b>3.4%</b>	<b>1.7%</b>	<b>1.2%</b>	<b>1.4%</b>
<b>7mate</b>	<b>3.5%</b>	<b>4.6%</b>	<b>4.9%</b>	<b>4.7%</b>
<b>7flix</b>	<b>2.0%</b>	<b>2.7%</b>	<b>2.9%</b>	<b>2.8%</b>
9GO!	3.5%	4.3%	4.9%	4.6%
9Gem	2.4%	1.6%	1.3%	1.5%
9Life	2.1%	2.7%	2.1%	2.6%
ONE	3.2%	3.3%	2.6%	3.0%
ELEVEN	2.6%	3.7%	4.9%	4.2%
ABC2	3.0%	3.1%	3.6%	3.3%
ABC ME	0.5%	0.4%	0.4%	0.4%
ABC News 24	1.5%	1.3%	1.2%	1.4%
SBS VICELAND	0.8%	1.1%	1.2%	1.1%
SBS Food Network	0.8%	1.3%	1.4%	1.2%

## Primetime Programming Analysis

### Sunday

- Seven wins in news.
- AFL on Seven dominates across Sunday afternoon.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: up 7% on Nine and up 230% on Ten.
- 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 154% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am
- Seven builds on recorded viewing over the past seven days:
  - My Kitchen Rules adds 97,000 viewers and delivers a total audience of 1.738 million.
  - Sunday Night adds 68,000 viewers and delivers a total audience of 1.431 million.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules	#2	My Kitchen Rules	#2
Seven News	#3	Seven News	#4
Sunday Night	#7	Sunday Night	#6
AFL on Seven	#9		

  

<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#2	My Kitchen Rules	#2
Seven News	#4	Seven News	#4
Sunday Night	#6	Sunday Night	#6
AFL on Seven	#10	AFL on Seven	#10

- **Seven News** (1.267 million). Seven News wins network – up 54,000 viewers on Nine News, a 4% audience advantage.
- **My Kitchen Rules** (1.252 million) peaks at 1.540 million and is one of Sunday's top two most-watched programme for total viewers and in all key audience demographics – 33 share in total viewers, 36 share in 16-39s, 33 share in 18-49s and 34 share in 25-54s.
- **Sunday Night** (0.764 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 29 share in 16-39s, 29 share in 18-49s and 29 share in 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 3% on Nine + Go + Gem + Life and up 109% on Ten + One + Eleven in total viewers.
- 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 builds on recorded viewing over the past seven days:
  - Home and Away adds 92,000 viewers and delivers a total audience of 1.375 million.
  - My Kitchen Rules adds 132,000 viewers and delivers a total audience of 2.002 million.
  - Murder Uncovered adds 122,000 viewers and delivers a total audience of 1.192 million
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.178 million). Seven News wins network – up 109,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (1.153 million). Seven News – Today Tonight wins network – up 72,000 viewers on Nine News 6:30, a 7% audience advantage.
- **Home and Away** (0.820 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 – 25 share in total viewers, 28 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.
- **My Kitchen Rules** (1.210 million) peaks at 1.439 million and is one of Monday's top two most-watched programmes in all key audiences – 33 share in total viewers, 36 share in 16-39s, 33 share in 18-49s and 33 share in 25-54s.

## Tuesday

- Seven wins in news.
- My Kitchen Rules is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 40% on Nine and up 119% on Ten in total viewers.
  - Seven is up 51% on Nine and up 113% on Ten in 16-39s. Seven is up 33% on Nine and up 107% on Ten in 18-49s. Seven is up 36% on Nine and up 111% 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 27% on Nine (Nine + Go + Gem + Life) and up 86% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 44% on Nine and up 65% on Ten in 16-39s. Seven is up 30% on Nine and up 69% on Ten in 18-49s. Seven is up 31% on Nine and up 71% 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 builds on recorded viewing over the past seven days:
  - Home and Away adds 83,000 viewers and delivers a total audience of 1.306 million.
  - My Kitchen Rules adds 114,000 viewers and delivers a total audience of 1.907 million.
- Seven scores in the most-watched programmes:

### All People

My Kitchen Rules	#1
Seven News	#2
Seven News – Today Tonight	#5
Home and Away	#7

### 25-54s

My Kitchen Rules	#1
Seven News – Today Tonight	#6
Seven News	#8
Home and Away	#9

### 16-39s

My Kitchen Rules	#1
Home and Away	#4
Ramsay's Kitchen Nightmares	#6
Seven News – Today Tonight	#7

### 18-49s

My Kitchen Rules	#1
Home and Away	#5
Ramsay's Kitchen Nightmares	#9
Seven News – Today Tonight	#10

- **Seven News** (1.057 million). Seven News wins network – up 28,000 viewers on Nine News, a 3% audience advantage.
- **Home and Away** (0.780 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, 30 share in 16-39s, 29 share in 18-49s and 27 share in 25-54s.
- **My Kitchen Rules** (1.301 million) peaks at 1.494 million and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 42 share in total viewers, 50 share in 16-39s, 48 share in 18-49s and 47 share in 25-54s.

### Wednesday

- My Kitchen Rules is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 54% on Nine and up 152% on Ten in total viewers.
  - Seven is up 61% on Nine and up 86% on Ten in 16-39s. Seven is up 58% on Nine and up 101% on Ten in 18-49s. Seven is up 62% on Nine and up 114% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for 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 32% on Nine (Nine + Go + Gem + Life) and up 108% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 44% on Nine and up 39% on Ten in 16-39s. Seven is up 35% on Nine and up 53% on Ten in 18-49s. Seven is up 41% on Nine and up 69% 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 builds on recorded viewing over the past seven days:
  - Home and Away adds 101,000 viewers and delivers a total audience of 1.312 million.
  - My Kitchen Rules adds 166,000 viewers and delivers a total audience of 2.302 million.



- 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	Million Dollar Cold Case	#6
Home and Away	#8	Seven News – Today Tonight	#7
Million Dollar Cold Case	#9	Home and Away	#8
The Chase	#10	Million Dollar Cold Case	#10
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#2	Home and Away	#5
Million Dollar Cold Case	#9	Million Dollar Cold Case	#6
Seven News – Today Tonight	#10	Seven News – Today Tonight	#9
		Seven News	#10

- **Home and Away** (0.691 million) delivers in all key audiences and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 30 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.
- **My Kitchen Rules** (1.337 million) peaks at 1.578 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 45 share in total viewers, 52 share in 16-39s, 51 share in 18-49s and 51 share in 25-54s.
- **Million Dollar Cold Case** (0.655 million) wins in total viewers and in all key audiences and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 27 share in 16-39s, 30 share in 18-49s and 32 share in 25-54s.

#### Thursday

- Seven wins in news.
- My Kitchen Rules is Thursday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 9% on Nine and up 67% on Ten in total viewers.
  - Seven is up 7% on Nine and up 26% on Ten in 16-39s. Seven is up 23% on Ten in 18-49s. Seven is up 2% on Nine and up 28% 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 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 66% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 5% on Nine and up 31% on Ten in 16-39s. Seven is up 24% on Ten in 18-49s. Seven ties with Nine and is up 28% 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>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Seven News	#6
Seven News – Today Tonight	#5	Seven News – Today Tonight	#7
Home and Away	#8	Home and Away	#9
The Chase	#10		
<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Home and Away	#7
Seven News	#8	Seven News	#8
Seven News – Today Tonight	#9	Seven News – Today Tonight	#9

- **Seven News** (1.024 million) wins network. Seven News is up 68,000 viewers on Nine News, a 7% audience advantage.
- **Home and Away** (0.692 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 – 25 share in total viewers, 30 share in 16-39s, 28 share in 18-49s and 26 share in 25-54s.
- **My Kitchen Rules** (1.226 million) wins in all key audiences and is Thursday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 41 share in total viewers, 45 share in 16-39s, 44 share in 18-49s and 44 share in 25-54s.

## Friday

- Seven wins in news.
- AFL on Seven dominates across Seven and 7mate.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 52% on Nine and up 149% on Ten in total viewers.
  - Seven is up 69% on Nine and up 132% on Ten in 16-39s. Seven is up 55% on Nine and up 111% on Ten in 18-49s. Seven is up 54% on Nine and up 108% on Ten in 25-54s
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for 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 44% on Nine (Nine + Go + Gem + Life) and up 124% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 44% on Nine and up 110% on Ten in 16-39s. Seven is up 39% on Nine and up 106% on Ten in 18-49s. Seven is up 40% on Nine and up 102% 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	#2
Seven News – Today Tonight	#2	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	AFL on Seven	#5
AFL on Seven	#9	Better Homes and Gardens	#6
The Chase	#10		
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven	#1	AFL on Seven	#1
Seven News	#4	Seven News	#4
AFL on Seven: Pre-Match	#6	Seven News – Today Tonight	#6
Seven News – Today Tonight	#7	Better Homes and Gardens	#7
Better Homes and Gardens	#8	AFL on Seven: Pre-Match	#10
AFL on Seven: Post-Match	#10		

- **Seven News** (0.869 million). Seven News wins network – up 56,000 viewers on Nine News, a 7% audience advantage.
- **Better Homes and Gardens** (0.636 million – not broadcast in Adelaide) 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 – 29 share in total viewers, 29 share in 16-39s, 29 share in 18-49s and 31 share in 25-54s.
- **AFL on Seven: Friday Night Football** dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.

## Saturday

- Seven wins in news.
- AFL on Seven dominates across Seven and 7mate.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 58% on Nine and up 132% on Ten in total viewers.
  - Seven is up 65% on Nine and up 178% on Ten in 16-39s. Seven is up 48% on Nine and up 168% on Ten in 18-49s. Seven is up 31% on Nine and up 132% 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 35% on Nine (Nine + Go + Gem + Life) and up 105% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 45% on Nine and up 129% on Ten in 16-39s. Seven is up 33% on Nine and up 117% on Ten in 18-49s. Seven is up 27% on Nine and up 101% 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	#6	AFL on Seven	#3
AFL on Seven: Pre-Match	#7	AFL on Seven: Pre-Match	#4
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven	#1	Seven News	#2
Seven News	#2	AFL on Seven	#3
AFL on Seven: Pre-Match	#4	AFL on Seven: Pre-Match	#4

- **Seven News** (0.893 million). Seven News wins network – up 76,000 viewers on Nine News, a 9% audience advantage.
- **AFL on Seven: Saturday Night Football** dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.