

3 July 2017

## **Seven Network Ratings Report**

**Week 26: 25 June – 1 July 2017**

### **Seven wins in primetime on primary channels**

- Seven is number 1 for total viewers, 16-39s and 18-49s.

### **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 and 18-49s on the combined audiences of all multiple channels.

### **Seven wins in news**

- Seven News leads Nine News.

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

- The Chase leads Hot Seat.

### **Seven wins with House Rules: Australia's Number One**

- House Rules = 1.854 million vs The Voice = 1.351 million  
vs Masterchef = 1.251 million

### **Seven wins in breakfast television across Australia**

- Sunrise = 509,000 vs Today = 423,000

### **Seven wins in morning television across Australia**

- The Morning Show = 239,000 vs Today Extra = 177,000



### **Seven is number one in 2017**

Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s in primetime in the current television year.

Seven + 7TWO + 7mate + 7flix combine to deliver Seven market leadership in total viewers, 16-39s, 18-49s and 25-54s across primetime on the combined audiences of all multiple channels in the current television year.

Seven News is number one at 6:00pm across the current television year.

Sunrise leads in breakfast television and The Morning Show leads in morning television across the current television year.

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

-	Seven News – Sunday	1.894 million
-	House Rules – Sunday	1.854 million
-	Seven News	1.707 million
-	House Rules – Monday	1.594 million
-	Seven News – Today Tonight	1.516 million
-	Seven News – Saturday	1.355 million
-	Sunday Night	1.289 million
-	Home and Away	1.212 million
-	The Chase	1.096 million
-	Wanted	1.054 million
-	Better Homes and Gardens	1.044 million
-	Border Security	1.020 million
-	The Force	1.007 million

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

- House Rules – Sunday adds 136,000 viewers and = 1.986 million.
- Sunday Night adds 63,000 viewers and = 1.363 million.
- Home and Away – Monday adds 78,000 viewers and = 1.457 million.
- House Rules adds 142,000 viewers and = 1.850 million.
- Wanted adds 229,000 viewers and = 1.349 million.
- Home and Away – Tuesday adds 87,000 viewers and = 1.375 million.
- First Dates adds 63,000 viewers and = 1.027 million.
- Home and Away – Wednesday adds 127,000 viewers and = 1.328 million.

### Seven delivers across the week

- House Rules peaks at 1.291 million, is up 18% on The Voice and up 58% on Masterchef, wins in total viewers, 16-39s, 18-49s and 25-54s and is Sunday's most-watched programme in all key demographics.
- Sunday Night delivers in all key audiences and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.106 million and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- First Dates is one of Tuesday's top three 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 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.

#### Live and As-Live Data

##### Week 26 Primetime Shares

ABC1:	11.8%
Seven:	19.1%
Nine:	18.9%
Ten:	13.7%
SBS1:	5.6%

ABC2:	2.7%
ABC Me:	0.7%
ABC News 24:	1.3%
7TWO:	3.5%
7mate:	3.8%
7flix:	2.3%
GO!:	3.3%
Gem:	2.7%
Life:	2.2%
One:	3.3%
Eleven:	2.6%
Viceland:	1.0%
Food:	1.2%
NITV:	0.2%

##### Week 26 Combined Multiple Channels Primetime Shares

ABC:	16.5%
Seven:	28.7%
Nine:	27.2%
Ten:	19.6%
SBS:	8.0%

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

**Primetime audience demographics for Week 26: 6:00pm-midnight**

	<b>Total People</b>	<b>25-54</b>	<b>16-39</b>	<b>18-49</b>
<b>Seven Network</b>	<b>28.70%</b>	<b>28.40%</b>	<b>29.30%</b>	<b>28.70%</b>
Nine Network	27.20%	28.50%	26.30%	28.20%
Ten Network	19.60%	24.80%	27.60%	25.60%
ABC Network	16.50%	10.90%	10.00%	10.50%
SBS Network	8.00%	7.40%	6.70%	7.00%
<b>Channel 7</b>	<b>19.10%</b>	<b>18.70%</b>	<b>19.10%</b>	<b>18.90%</b>
Channel 9	18.90%	19.70%	17.00%	18.90%
Channel 10	13.70%	17.50%	19.70%	18.20%
ABC	11.80%	6.70%	5.20%	5.90%
SBS	5.60%	4.40%	3.50%	3.90%
<b>7TWO</b>	<b>3.50%</b>	<b>1.40%</b>	<b>1.10%</b>	<b>1.20%</b>
<b>7mate</b>	<b>3.80%</b>	<b>5.10%</b>	<b>5.20%</b>	<b>5.10%</b>
<b>7flix</b>	<b>2.30%</b>	<b>3.10%</b>	<b>3.90%</b>	<b>3.50%</b>
GO!	3.30%	4.10%	5.00%	4.60%
Gem	2.70%	1.90%	1.70%	1.80%
9Life	2.20%	2.90%	2.50%	2.90%
ONE	3.30%	3.60%	2.70%	3.30%
ELEVEN	2.60%	3.70%	5.10%	4.20%
ABC2	2.70%	2.70%	3.50%	3.00%
ABC ME	0.70%	0.40%	0.50%	0.50%
ABC NEWS	1.30%	1.10%	0.90%	1.10%
SBS VICELAND	1.00%	1.30%	1.40%	1.30%
SBS Food Network	1.20%	1.70%	1.70%	1.70%
NITV	0.20%	0.10%	0.10%	0.10%

## Primetime Programming Analysis

### Sunday

- Seven wins in primetime on 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) leads Nine (Nine + Go + Gem + Life) and is up 86% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 9% on Nine and up 37% on Ten in 16-39s. Seven is up 40% on Ten in 18-49s. Seven is up 50% 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.
- House Rules is Australia's number one.
  - House Rules is up 38% on The Voice and up 95% on Masterchef across Australia.
  - House Rules is Sunday's number one most-watched programme for 16-39s, 18-49s and 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- AFL on Seven: Sunday Afternoon Football dominates across Seven and 7mate.
- Seven builds on total viewing over the past seven days:
  - House Rules adds 136,000 viewers for a total audience of 1.986 million.
  - Sunday Night adds 63,000 viewers for a total audience of 1.363 million.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	House Rules	#1
House Rules	#3	Seven News	#4
Sunday Night	#5	Sunday Night	#6
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#1	House Rules	#1
Seven News	#5	Seven News	#5
Sunday Night	#7	Sunday Night	#6

- **Seven News** (1.184 million).
- **House Rules** (1.118 million) peaks at 1.291 million, is up 18% on The Voice and up 58% on Masterchef, wins in total viewers, 16-39s, 18-49s and 25-54s and is Sunday's most-watched programme in all key demographics – 32 share in total viewers, 30 share in 16-39s, 29 share in 18-49s and 31 share in 25-54s
- **Sunday Night** (0.780 million) delivers in all key audiences 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.
- House Rules is Australia's number one.
  - House Rules is up 13% on True Story and up 37% on Masterchef across Australia.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: up 6% on Nine and up 24% on Ten.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number one for total viewers on the combined audience of all channels.
  - Seven + 7TWO + 7mate + 7flix is up 7% on Nine + Go + Gem + Life and up 28% on Ten + One + Eleven in 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 builds on total viewing over the past seven days:
  - Home and Away adds 78,000 viewers for a total audience of 1.457 million.
  - House Rules adds 142,000 viewers for a total audience of 1.850 million.
  - Wanted adds 229,000 viewers for a total audience of 1.349 million.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	House Rules	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#9
House Rules	#6	Seven News	#10
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#5	House Rules	#4
Home and Away	#6	Home and Away	#9
Seven News – Today Tonight	#7	Seven News – Today Tonight	#10
Seven News	#8		

- **Seven News** (1.103 million). Seven News ties with Nine News.
- **Home and Away** (0.762 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- **House Rules** (0.965 million) peaks at 1.106 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 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 9% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for total viewers 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 builds on total viewing over the past seven days:
  - Home and Away adds 87,000 viewers for a total audience of 1.375 million.
  - First Dates adds 63,000 viewers for a total audience of 1.027 million.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News – Today Tonight	#5
Seven News – Today Tonight	#2	First Dates	#6
Home and Away	#8	Seven News	#7
The Chase	#10	Home and Away	#9
<b>16-39s</b>		<b>18-49s</b>	
First Dates	#3	First Dates	#3
Home and Away	#4	Home and Away	#6
Seven News – Today Tonight	#7	Seven News – Today Tonight	#7
Seven News	#8		

- **Seven News** (1.120 million). Seven News wins network - up 82,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (1.020 million). Seven News – Today Tonight wins network – up 60,000 viewers on Nine News 6:30, a 6% audience advantage.
- **Home and Away** (0.757 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 – 26 share in total viewers, 27 share in 16-39s and 26 share in 18-49s.
- **First Dates** (0.591 million) is one of Tuesday's top three most-watched programmes for 16-39s and 18-49s – 25 share in 16-39s and 25 share in 18-49s.

## Wednesday

- 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 at 5:30pm. The Chase leads Hot Seat.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for total viewers and 25-54s.
- Seven builds on total viewing over the past seven days:
  - Home and Away adds 127,000 viewers for a total audience of 1.328 million.
- 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	#2	Seven News – Today Tonight	#7
Home and Away	#9	The Force	#9
The Chase	#10	Border Security	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven News – Today Tonight	#4	Seven News – Today Tonight	#6
Home and Away	#5	Seven News	#7
Seven News	#6	Home and Away	#9
Border Security	#10	Border Security	#10

- **Seven News** (1.086 million). Seven News wins network - up 66,000 viewers on Nine News, a 6% audience advantage.
- **Seven News – Today Tonight** (1.020 million) Seven News – Today Tonight wins network – up 39,000 viewers on Nine News 6:30, a 4% audience advantage.

## Thursday

- Seven wins in news.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for 16-39s and 18-49s.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News – Today Tonight	#4
Seven News – Today Tonight	#2	Seven News	#5
Home and Away	#8	Home and Away	#8
The Chase	#9	The Chase	#10
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#2	Seven News	#4
Seven News – Today Tonight	#3	Seven News – Today Tonight	#5
Seven News	#5	Home and Away	#6
The Chase	#10		

- **Seven News** (1.032 million). Seven News wins network - up 86,000 viewers on Nine News, a 9% audience advantage.



## Friday

- Seven wins in news.
- AFL on Seven: Friday Night Football 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 22% on Nine and up 96% on Ten in total viewers.
  - Seven is up 53% on Nine and up 68% on Ten in 16-39s. Seven is up 34% on Nine and up 63% on Ten in 18-49s. Seven is up 17% on Nine and up 50% 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 is up 95% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 32% on Nine and up 63% on Ten in 16-39s. Seven is up 22% on Nine and up 58% on Ten in 18-49s. Seven is up 13% on Nine and up 50% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise ties with 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>	
Seven News	#1	Seven News	#3
Seven News – Today Tonight	#3	Seven News – Today Tonight	#4
Better Homes and Gardens	#7	Better Homes and Gardens	#5
The Chase	#8	AFL on Seven	#10
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven	#3	AFL on Seven	#3
Seven News – Today Tonight	#5	Seven News – Today Tonight	#5
Seven News	#6	Seven News	#6
Better Homes and Gardens	#7	Better Homes and Gardens	#8
AFL on Seven: Pre-Match	#10		

- **Seven News** (0.942 million). Seven News wins network – up 68,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (0.871 million). Seven News – Today Tonight wins network – up 15,000 viewers on Nine News 6:30, a 2% audience advantage.
- **Better Homes and Gardens** (0.595 million – not broadcast in Adelaide on Seven) 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 – 26 share in total viewers.
- **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.
- AFL on Seven: Saturday Night Football dominates across Seven and 7mate.
- 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 25% on Nine and up 197% on Ten in total viewers.
  - Seven is up 56% on Nine and up 256% on Ten in 16-39s. Seven is up 29% on Nine and up 191% on Ten in 18-49s. Seven is up 10% on Nine and up 181% 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 12% on Nine (Nine + Go + Gem + Life) and is up 150% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 54% on Nine and up 166% on Ten in 16-39s. Seven is up 25% on Nine and up 131% on Ten in 18-49s. Seven is up 11% on Nine and up 130% 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	#7	AFL on Seven	#6
		Men in Black	#8
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#1	Seven News	#1
AFL on Seven	#2	AFL on Seven	#4
Men in Black	#5	Men in Black	#7
AFL on Seven: Pre-Match	#9	AFL on Seven: Pre-Match	#8

- **Seven News** (0.868 million). Seven News wins network – up 129,000 viewers on Nine News, a 17% 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.