

25 July 2016

Seven Network Ratings Report

Week 30: 17 July - 23 July 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, 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.

AFL on Seven delivers across primetime.

- 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.

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 delivers in the most-watched programmes across Australia.

-	Seven News - Sunday	1.808 million
-	Seven News	1.761 million
-	Seven News – Today Tonight	1.540 million
-	Seven News – Saturday	1.487 million
-	Home and Away	1.242 million
-	The Force	1.232 million
-	Highway Patrol	1.222 million
-	The Chase	1.173 million
-	Better Homes and Gardens	1.153 million
-	Border Security	1.143 million
-	Sunday Night	1.128 million
-	Make You Laugh Out Loud	1.005 million

Metropolitan and Regional Combined Audiences

Seven wins in breakfast television and morning television across Australia.

- Sunrise = 547,000 vs Today = 480,000
- The Morning Show = 271,000 vs Today Extra = 205,000

Metropolitan and Regional Combined Audiences

Seven scores across the week

- Sunday Night ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Border Security ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Highway Patrol ranks in Monday's top ten most-watched programmes for 16-39s and 18-49s.
- Winners and Losers delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Winners and Losers – Episode 2 wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Border Security 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.
- The Force 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.
- Criminal Minds – Episode 1 – 25 share in total viewers. Criminal Minds – Episode 2 wins in total viewers and in all key audiences.
- Better Homes and Gardens delivers in all key audiences.

Primetime audience demographics for primary channels

6:00pm-midnight Week 30, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.1%	16.6%	15.8%	12.0%	5.6%
16-39s	17.6%	15.7%	21.7%	5.3%	3.7%
18-49s	17.7%	17.3%	20.2%	5.7%	4.4%
25-54s	18.2%	17.5%	19.3%	6.6%	4.8%

Primetime audience demographics for digital channels

6:00pm-midnight Week 30, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.0%	1.3%	1.6%	2.0%
7mate	3.7%	5.3%	5.1%	5.0%
7flix	2.2%	3.5%	3.1%	2.7%
GO!	3.7%	5.5%	4.7%	4.4%
Gem	2.2%	2.0%	2.0%	2.0%
Life	2.1%	2.6%	3.0%	2.9%
One	2.9%	2.4%	2.8%	3.2%
Eleven	2.5%	4.4%	3.9%	3.3%
ABC2	3.3%	3.8%	3.5%	3.4%
ABC3	0.7%	0.5%	0.5%	0.4%
ABC News 24	1.4%	1.0%	1.3%	1.4%
SBS2	1.0%	1.5%	1.5%	1.4%
NITV	0.2%	0.4%	0.3%	0.2%
Food	0.9%	1.6%	1.4%	1.4%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 30, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.0%	24.6%	21.2%	17.5%	7.7%
16-39s	27.7%	25.8%	28.5%	10.7%	7.3%
18-49s	27.5%	26.9%	26.9%	11.1%	7.6%
25-54s	27.9%	26.8%	25.8%	11.7%	7.7%

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 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	#2	Seven News	#4
Sunday Night	#5	Sunday Night	#5
Border Security	#6	Border Security	#6
Billy Connolly	#9	Billy Connolly	#7
16-39s		18-49s	
Seven News	#4	Seven News	#4
Sunday Night	#5	Sunday Night	#5
Border Security	#8	Border Security	#6

- **Seven News** (1.200 million).
- **Sunday Night** (0.751 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Border Security** (0.705 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Billy Connolly's Tracks Across America** (0.534 million) ranks in Sunday's top ten most-watched programmes for total viewers and 25-54s.

Monday

- Seven wins in news.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix is up 14% on Nine + Go + Gem + Life and up 10% 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 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	#3
Seven News – Today Tonight	#3	Seven News – Today Tonight	#6
The Chase	#10		
16-39s		18-49s	
Seven News	#4	Seven News	#4
Seven News – Today Tonight	#5	Seven News – Today Tonight	#6
Home and Away	#6	Highway Patrol	#9
Highway Patrol	#7	Home and Away	#10

- **Seven News** (1.254 million). Seven News wins network – up 204,000 viewers on Nine News, a 19% audience advantage.
- **Seven News – Today Tonight** (1.150 million). Seven News – Today Tonight wins network – up 165,000 viewers on Nine News 6:30, a 17% audience advantage.
- **Home and Away** (0.752 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for 16-39s and 18-49s – 27 share in 16-39s and 25 share in 25-54s.
- **Highway Patrol** (0.740 million) ranks in Monday's top ten most-watched programmes for 16-39s and 18-49s.

Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 11% on Nine and up 8% on Ten.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 18-49s and 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers and 25-54s on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix is up 20% on Nine + Go + Gem + Life and up 18% on Ten + One + Eleven in total viewers.
 - Seven + 7TWO + 7mate is up 25% on Nine + Go + Gem + Life and up 2% on Ten + One + Eleven 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:

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

- **Seven News** (1.207 million). Seven News wins network – up 189,000 viewers on Nine News, a 19% audience advantage.
- **Seven News – Today Tonight** (1.144 million). Seven News – Today Tonight wins network – up 135,000 viewers on Nine News 6:30, a 13% audience advantage.
- **Home and Away** (0.739 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.
- **Winners and Losers** (0.561 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 27 share in 16-39s, 27 share in 18-49s and 29 share in 25-54s.
- **Winners and Losers – Episode 2** (0.553 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 36 share in total viewers, 39 share in 16-39s, 39 share in 18-49s and 41 share in 25-54s.

Wednesday

- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 24% on Nine and up 3% 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 15% on Nine + Go + Gem + Life and up 13% on Ten + One + Eleven in total viewers.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.047 million).
- **Home and Away** (0.729 million) delivers in all key audiences and ranks in Wednesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Border Security** (0.767 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.
- **The Force** (0.775 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.
- **Criminal Minds – Episode 1** (0.626 million) – 25 share in total viewers.
- **Criminal Minds – Episode 2** (0.554 million) wins in total viewers and in all key audiences – 34 share in total viewers, 28 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.

Thursday

- 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 + 7life is up 2% on Nine + Go + Gem + Life and up 8% 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 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	#2	Seven News	#3
Seven News – Today Tonight	#3	Seven News – Today Tonight	#4
Home and Away	#8	Home and Away	#9
		Surveillance Oz	#10
16-39s		18-49s	
Seven News – Today Tonight	#4	Seven News – Today Tonight	#5
Home and Away	#5	Seven News	#7
Seven News	#6	Home and Away	#8
Surveillance Oz	#9	Surveillance Oz	#9
Surveillance Oz	#10		

- **Seven News** (1.039 million). Seven News wins network – up 80,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (1.032 million). Seven News – Today Tonight wins network – up 82,000 viewers on Nine News 6:30, a 9% audience advantage.
- **Home and Away** (0.734 million) delivers in all key audiences and ranks in Thursdays' top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

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 43% on Nine and up 78% on Ten in total viewers.
 - Seven is up 61% on Nine and up 63% on Ten in 16-39s. Seven is up 39% on Nine and up 45% on Ten in 18-49s. Seven is up 29% on Nine and up 45% 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.
 - 7flix is the most-watched digital channel for 16-39s.
- 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 87% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 47% on Nine and up 79% on Ten in 16-39s. Seven is up 39% on Nine and up 67% on Ten in 18-49s. Seven is up 37% on Nine and up 64% 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:

All People		25-54s	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#2	Seven News – Today Tonight	#5
Better Homes and Gardens	#5	Better Homes and Gardens	#7
The Chase	#7	AFL on Seven	#10
16-39s		18-49s	
Seven News	#1	Seven News	#1
Seven News – Today Tonight	#2	Seven News – Today Tonight	#3
AFL on Seven	#3	AFL on Seven	#8
Better Homes and Gardens	#5	Better Homes and Gardens	#9
The Chase	#9		

- **Seven News** (1.001 million). Seven News wins network – up 92,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (0.917). Seven News – Today Tonight wins network – up 97,000 viewers on Nine News 6:30, a 12% audience advantage.
- **Better Homes and Gardens** (0.733 million – not broadcast in Adelaide) delivers in all key audiences – 33 share in total viewers, 33 share in 16-39s, 31 share in 18-49s and 31 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 primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 78% on Nine and up 217% on Ten in total viewers.
 - Seven is up 71% on Nine and up 172% on Ten in 16-39s. Seven is up 72% on Nine and up 164% on Ten in 18-49s. Seven is up 69% on Nine and up 163% 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 39% on Nine (Nine + Go + Gem + Life) and up 171% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 9% on Nine and up 118% on Ten in 16-39s. Seven is up 14% on Nine and up 109% on Ten in 18-49s. Seven is up 18% on Nine and up 109% 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
AFL on Seven: Pre-Match	#9	The Mummy	#6
		AFL on Seven: Pre-Match	#7
		AFL on Seven: Post-Match	#8
16-39s		18-49s	
Seven News	#1	Seven News	#1
AFL on Seven	#3	AFL on Seven	#3
AFL on Seven: Post-Match	#5	AFL on Seven: Post-Match	#5
AFL on Seven: Pre-Match	#7	AFL on Seven: Pre-Match	#6
The Mummy	#8	The Mummy	#8

- **Seven News** (1.056 million). Seven News wins network – up 276,000 viewers on Nine News, a 35% 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 30 Primetime Shares**

ABC1:	12.0%
Seven:	19.1%
Nine:	16.6%
Ten:	15.8%
SBS1:	5.6%

ABC2:	3.3%
ABC3:	0.7%
ABC News 24:	1.4%
7TWO:	4.0%
7mate:	3.7%
7flix:	2.2%
GO!:	3.7%
Gem:	2.2%
Life:	2.1%
One:	2.9%
Eleven:	2.5%
SBS2:	1.0%
Food:	0.9%
NITV:	0.2%

Week 30 Combined Multiple Channels Primetime Shares

ABC1:	17.5%
Seven:	29.0%
Nine:	24.6%
Ten:	21.2%
SBS:	7.7%

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