

14 November 2016

## **Seven Network Ratings Report**

**Week 46: 6 November – 12 November 2016**

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

- Seven is number 1 for total viewers.

### **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 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.

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

- The Morning Show leads Today Extra.

### **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.
- 7mate is number 1 for 18-49s and 25-54s 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 = 548,000 vs Today = 471,000
  - The Morning Show = 237,000 vs Today Extra = 179,000
- Metropolitan and Regional Combined Audiences

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

- Seven News – Sunday 1.671 million
- Seven News 1.617 million
- Seven News – Today Tonight 1.474 million
- The Secret Daughter 1.306 million
- Seven News – Saturday 1.276 million
- First Dates 1.240 million
- Better Homes and Gardens 1.235 million
- Home and Away 1.214 million
- The X Factor – Monday 1.194 million
- Highway Patrol 1.184 million
- The X Factor – Sunday 1.150 million
- Beach Cops 1.112 million
- Sunday Night 1.072 million

Metropolitan and Regional Combined Audiences

**Primetime audience demographics for primary channels**

**6:00pm-midnight Week 46, 2016**

<b>Audience shares</b>	<b>Seven</b>	<b>Nine</b>	<b>Ten</b>	<b>ABC</b>	<b>SBS</b>
All People	18.7%	17.6%	11.3%	13.4%	5.1%
16-39s	17.2%	18.8%	14.2%	6.4%	3.1%
18-49s	17.6%	18.8%	14.1%	6.7%	3.6%
25-54s	17.9%	19.0%	13.6%	7.6%	4.0%

**Primetime audience demographics for digital channels**

**6:00pm-midnight Week 46, 2016**

<b>Audience shares</b>	<b>Total</b>	<b>16-39s</b>	<b>18-49s</b>	<b>25-54s</b>
7TWO	3.9%	1.6%	2.0%	2.3%
7mate	4.4%	6.8%	6.5%	5.9%
7flix	2.3%	3.7%	3.4%	3.1%
GO!	4.3%	6.1%	5.6%	5.2%
Gem	3.1%	2.7%	2.7%	2.7%
Life	2.2%	2.2%	2.5%	2.6%
One	3.1%	2.9%	3.1%	3.4%
Eleven	2.8%	5.3%	4.5%	4.0%
ABC2	2.7%	3.0%	2.8%	2.6%
ABC Me	0.6%	0.7%	0.6%	0.5%
ABC News 24	2.2%	2.0%	2.4%	2.3%
SBS2	1.1%	1.7%	1.6%	1.5%
NITV	0.1%	0.1%	0.1%	0.1%
Food	1.0%	1.6%	1.4%	1.6%

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

**6:00pm-midnight Week 46, 2016**

<b>Audience shares</b>	<b>Seven</b>	<b>Nine</b>	<b>Ten</b>	<b>ABC</b>	<b>SBS</b>
All People	29.4%	27.2%	17.2%	18.9%	7.3%
16-39s	29.4%	29.7%	22.4%	12.1%	6.4%
18-49s	29.5%	29.6%	21.7%	12.5%	6.7%
25-54s	29.2%	29.5%	21.0%	13.1%	7.2%

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 primary channels.
  - Seven is number one for total viewers and 25-54s.
  - Seven is up 21% on Nine and up 108% on Ten in total viewers.
  - Seven leads Nine and is up 71% on Ten on 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 1 for total viewers and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 3% on Nine (Nine + Go + Gem + Life) and up 108% on Ten (Ten + One + Eleven) in total viewers.
  - Seven leads Nine and is up 84% on Ten in 25-54s.
- Seven builds on recorded viewing.
  - On recorded viewing over the past seven days, The X Factor adds 6.4% and Sunday Night adds 6.7% in audience across metropolitan markets.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#7
The X Factor	#7	The X Factor	#5
Sunday Night	#8	Sunday Night	#6
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#4	Seven News	#4
Sunday Night	#9	Sunday Night	#6
		The X Factor	#7

- **Seven News** (1.142 million). Seven News wins network – up 129,000 viewers on Nine News, a 13% audience advantage.
- **The X Factor** (0.700 million) ranks in Sunday's top ten most-watched programmes for total viewers, 18-49s and 25-54s – 25 share in total viewers, 25 share in 18-49s and 26 share in 25-54s.
- **Sunday Night** (0.656 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 32 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.

## Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: up 12% on Nine and up 56% on Ten.
- 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 on the combined audiences of all channels.
  - Seven + 7TWO + 7mate + 7flix is up 19% on Nine + Go + Gem + Life and up 54% 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 builds on recorded viewing.
  - On recorded viewing over the past seven days in metropolitan markets, Home and Away adds 5.5%, The X Factor adds 6.7% and The Secret Daughter adds 26.2% in audience.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.164 million). Seven News wins network – up 294,000 viewers on Nine News, a 34% audience advantage.
- **Seven News – Today Tonight** (1.111 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.751 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, 30 share in 16-39s, 30 share in 18-49s and 27 share in 25-54s.
- **The X Factor** (0.754 million) delivers in all key audience demographics and ranks in Monday's top ten most-watched programmes for total viewers.
- **The Secret Daughter** (0.771 million) wins its timeslot and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers.

## Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for 18-49s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 5% on Nine (Nine + Go + Gem + Life) and up 65% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 12% on Nine and up 34% on Ten in 16-39s. Seven is up 16% on Nine and up 39% on Ten in 18-49s. Seven is up 7% on Nine and up 43% 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 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.
  - On recorded viewing over the past seven days, Home and Away adds 7.7%, First Dates adds 5.1% and Cold Feet adds 38.8% in audience in metropolitan markets.
- Seven scores in the most-watched programmes:
 

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	First Dates	#1
Seven News – Today Tonight	#3	Seven News	#4
First Dates	#6	Seven News – Today Tonight	#7
Home and Away	#9	Home and Away	#9
<b>16-39s</b>		<b>18-49s</b>	
First Dates	#1	First Dates	#1
Home and Away	#5	Home and Away	#4
Seven News	#7	Seven News	#7
Seven News – Today Tonight	#8	Seven News – Today Tonight	#8
- **Seven News** (1.015 million). Seven News wins network – up 18,000 viewers on Nine News, a 2% audience advantage.
- **Seven News – Today Tonight** (0.970 million). Seven News – Today Tonight wins network – up 43,000 viewers on Nine News 6:30, a 5% audience advantage.

- **Home and Away** (0.705 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 – 30 share in 16-39s, 30 share in 18-49s and 27 share in 25-54s.
- **First Dates** (0.854 million) is Tuesday's number one most-watched programme for 16-39s, 18-49s and 25-54s and wins in all key audiences – 29 share in total viewers, 40 share in 16-39s, 39 share in 18-49s and 37 share in 25-54s.
- **Gold Coast Medical** (0.566 million) wins its timeslot – 25 share in total viewers.

### Wednesday

- 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 67% on Ten + One + Eleven in total viewers.
  - Seven wins in breakfast television. Sunrise leads Today.
  - Seven leads Nine across the day on US Election Coverage.
    - Sunrise = 349,000 vs Today = 287,000
    - Seven News Election Coverage\* = 259,000 vs Nine News Election Coverage = 226,000
    - Seven News = 1,176,000 vs Nine News = 1,072,000
- Metropolitan markets
- \*Sydney and Melbourne 1000-1800, Brisbane 0900-1730/1745-1800, Adelaide 0930-1730, Perth 0900-1500/1543-1630.
- Seven builds on recorded viewing.
    - On recorded viewing over the past seven days, Home and Away adds 7.9%, Ramsay's Hotel Hell adds 7.6% and Blindspot adds 94.2% in audience.
  - Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#3	Seven News – Today Tonight	#5
Home and Away	#7	Highway Patrol	#6
Highway Patrol	#9	Home and Away	#7
		Beach Cops	#9
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#5	Seven News – Today Tonight	#5
Home and Away	#9	Home and Away	#7
		Highway Patrol	#8
		Beach Cops	#10

- **Seven News** (1.176 million). Seven News wins network – up 104,000 viewers on Nine News, a 10% audience advantage.
- **Seven News – Today Tonight** (1.067 million). Seven News – Today Tonight wins network – up 36,000 viewers on Nine News 6:30, a 3% audience advantage.
- **Home and Away** (0.818 million) delivers in all key audience demographics and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 26 share in 18-49s and 25 share in 25-54s.
- **Highway Patrol** (0.709 million) delivers in all key audiences and ranks in Wednesday's top ten most-watched programmes for total viewers, 18-49s and 25-54s – 27 share in total viewers, 26 share in 16-39s, 27 share in 18-49s and 28 share in 25-54s.
- **Beach Cops** (0.615 million) ranks in Wednesday's top ten most-watched programmes for 18-49s and 25-54s – 27 share in total viewers, 27 share in 18-49s and 27 share in 25-54s.

#### Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s and 18-49s.
  - Seven is up 8% on Nine and up 32% on Ten in total viewers.
  - Seven is up 25% on Nine and up 25% on Ten in 16-39s. Seven is up 9% on Nine and up 15% on Ten in 18-49s. Seven is up 14% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for 16-39s and 18-49s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers, 16-39s and 18-49s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 11% on Nine (Nine + Go + Gem + Life) and up 51% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 17% on Nine and up 34% on Ten in 16-39s. Seven is up 3% on Nine and up 26% on Ten in 18-49s. Seven is up 24% on Nine 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 builds on recorded viewing.
  - On recorded viewing over the past seven days, Home and Away adds 11.1% in audience.



- 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	#2	Seven News – Today Tonight	#5
Home and Away	#10	Home and Away	#8
		Cheapest Weddings	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven News – Today Tonight	#4	Seven News – Today Tonight	#4
Seven News	#5	Seven News	#5
Home and Away	#6	Home and Away	#6
Cheapest Weddings	#7	Cheapest Weddings	#10

- **Seven News** (1.002 million). Seven News wins network – up 149,000 viewers on Nine News, a 17% audience advantage.
- **Seven News – Today Tonight** (0.974 million). Seven News – Today Tonight wins network – up 172,000 viewers on Nine News 6:30, a 21% audience advantage.
- **Home and Away** (0.660 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 – 27 share in 16-39s and 26 share in 18-49s.
- **Australia's Cheapest Weddings** (0.455 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 34 share in 16-39s, 31 share in 18-49s and 30 share in 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 30% on Nine and up 66% on Ten in total viewers.
  - Seven is up 10% on Nine and up 26% on Ten in 16-39s. Seven is up 11% on Nine and up 14% on Ten in 18-49s. Seven is up 19% on Nine and up 24% 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 on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 24% on Nine (Nine + Go + Gem + Life) and up 70% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 14% on Nine and up 61% on Ten in 16-39s. Seven is up 14% on Nine and up 43% on Ten in 18-49s. Seven is up 17% on Nine and up 43% 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.
  - On recorded viewing over the past seven days, Better Homes and Gardens adds 4.1% in audience across metropolitan markets.
- 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	#3
Better Homes and Gardens	#5	Better Homes and Gardens	#6
The Chase	#10	Notting Hill	#9
<b>16-39s</b>		<b>18-49s</b>	
Seven News – Today Tonight	#1	Seven News – Today Tonight	#2
Better Homes and Gardens	#3	Better Homes and Gardens	#4
Seven News	#5	Seven News	#5
Notting Hill	#7	Notting Hill	#9

- **Seven News** (0.915 million). Seven News wins network – up 96,000 viewers on Nine News, a 12% audience advantage.
- **Seven News – Today Tonight** (0.887 million). Seven News – Today Tonight wins network – up 89,000 viewers on Nine News 6:30, an 11% audience advantage.
- **Better Homes and Gardens** (0.767 million) wins its timeslot, ranks in Friday’s top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s, and delivers across all key audience demographics – 32 share in total viewers, 33 share in 16-39s, 32 share in 18-49s and 31 share in 25-54s.
- **Friday Night At The Movies: Notting Hill** (0.429 million) wins in 16-39s, 18-49s and 25-54s – 27 share in total viewers, 32 share in 16-39s, 30 share in 18-49s and 32 share in 25-54s.

## Saturday

- 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	#3	Seven News	#4
		Spider-Man 3	#9
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#7	Seven News	#7
Spider-Man 3	#8	Spider-Man 3	#8
		Weekend Sunrise	#10

- **Seven News** (0.829 million).
- **Saturday Night At The Movies: Spider-Man 3** (0.345 million) delivers in all key audience demographics – 28 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.

**Live and As-Live Data****Week 46 Primetime Shares**

ABC1:	13.4%
Seven:	18.7%
Nine:	17.6%
Ten:	11.3%
SBS1:	5.1%

ABC2:	2.7%
ABC Me:	0.6%
ABC News 24:	2.2%
7TWO:	3.9%
7mate:	4.4%
7flix:	2.3%
GO!:	4.3%
Gem:	3.1%
Life:	2.2%
One:	3.1%
Eleven:	2.8%
SBS2:	1.1%
Food:	1.0%
NITV:	0.1%

**Week 46 Combined Multiple Channels Primetime Shares**

ABC1:	18.9%
Seven:	29.4%
Nine:	27.2%
Ten:	17.2%
SBS:	7.3%

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