

20 February 2017

Seven Network Ratings Report

Week 7: 12 February – 18 February 2017

Seven wins in primetime on primary channels

- Seven is number 1 for total viewers.

Seven wins in primetime on combined audiences

- Seven's broadcast platform of Seven + 7TWO + 7mate combine to win primetime in total viewers on the combined audiences of all multiple channels.

Seven wins in news

- Seven News leads Nine 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 delivers in the most-watched programmes across Australia

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|--------------------------------|---------------|
| - Seven News – Sunday | 1.715 million |
| - My Kitchen Rules – Monday | 1.709 million |
| - My Kitchen Rules – Wednesday | 1.638 million |
| - My Kitchen Rules – Sunday | 1.588 million |
| - My Kitchen Rules – Tuesday | 1.546 million |
| - Seven News | 1.531 million |
| - Seven News – Today Tonight | 1.400 million |
| - Hoges | 1.319 million |
| - Home and Away | 1.219 million |
| - Seven News – Saturday | 1.193 million |
| - 800 Words | 1.089 million |
| - Better Homes and Gardens | 1.013 million |

Metropolitan and Regional Combined Audiences



Seven wins in breakfast television and morning television across Australia

- Sunrise = 543,000 vs Today = 412,000
- The Morning Show = 213,000 vs Today Extra = 176,000

Seven builds on total viewing over the past seven days

- On Sunday, My Kitchen Rules adds 186,000 viewers and climbs 11% to a total metropolitan and regional combined audience of 1.861 million.
- On Monday, Home and Away adds 100,000 viewers and climbs to a total audience of 1.398 million. My Kitchen Rules adds 199,000 viewers and climbs to a total audience of 2.151 million, and Bride & Prejudice adds 118,000 viewers and climbs to a total audience of 1.218 million across metropolitan and regional markets.
- On Tuesday, Home and Away adds 119,000 viewers and moves to 1.388 million, My Kitchen Rules adds 229,000 viewers and moves to 2.233 million and 800 Words adds 303,000 viewers and moves to 1.541 million.
- On Wednesday, Home and Away adds 114,000 viewers and delivers a total audience of 1.355 million. My Kitchen Rules adds 208,000 viewers and delivers a total audience of 1.974 million and Murder Uncovered adds 193,000 viewers and delivers a total audience of 1.597 million.

Primetime Programming Analysis

Sunday

- 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 13% on Nine and up 133% on Ten in total viewers.
 - Seven leads Nine and is up 118% on Ten in 16-39s. Seven leads Nine and is up 95% on Ten in 18-49s. Seven is up 10% on Nine and up 116% on Ten in 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 (Seven + 7TWO + 7mate + 7flix) is up 4% on Nine (Nine + Go + Gem + Life) and up 115% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 97% on Ten in 16-39s. Seven is up 81% on Ten in 18-49s. Seven is up 2% on Nine and up 96% on Ten in 25-54s.
- Seven builds on recorded viewing.
 - On total video viewing over the past seven days, My Kitchen Rules adds 186,000 viewers and climbs 11% to a total metropolitan and regional combined audience of 1.861 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	My Kitchen Rules	#2
My Kitchen Rules	#2	Hoges	#3
Hoges	#6	Seven News	#7
16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Hoges	#4	Hoges	#4
Seven News	#8	Seven News	#8

- **Seven News** (1.100 million). Seven News wins network – up 45,000 viewers on Nine News, a 4% audience advantage.
- **My Kitchen Rules** (1.075 million) peaks at 1.410 million, wins its timeslot and is one of Sunday's top two most-watched programmes in all key audiences – 28 share in total viewers, 34 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.
- **Hoges: The Paul Hogan Story** (0.837 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and is one of Sunday's top four most-watched programmes in all key audiences – 31 share in total viewers, 37 share in 16-39s, 37 share in 18-49s and 39 share in 25-54s.

Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers. Seven leads Nine and up 98% on Ten in total viewers.
- 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 audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix is up 9% on Nine + Go + Gem + Life and up 94% 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 with The Chase.
- Seven builds on recorded viewing.
 - On total video viewing over the past seven days, Home and Away adds 100,000 viewers and climbs to a total audience of 1.398 million. My Kitchen Rules adds 199,000 viewers and climbs to a total audience of 2.151 million, and Bride & Prejudice adds 118,000 viewers and climbs to a total audience of 1.218 million across metropolitan and regional markets.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#2
Seven News	#3	Bride & Prejudice	#7
Seven News – Today Tonight	#4	Seven News – Today Tonight	#8
Home and Away	#8	Seven News	#9
16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Bride & Prejudice	#3	Bride & Prejudice	#4
Home and Away	#9	Seven News – Today Tonight	#9
Seven News – Today Tonight	#10	Home and Away	#10

- Seven News** (1.068 million). Seven News wins network – up 51,000 viewers on Nine News, a 5% audience advantage.
- Seven News – Today Tonight** (1.030 million). Seven News – Today Tonight wins network – up 33,000 viewers on Nine News 6:30, a 3% audience advantage.
- Home and Away** (0.776 million) leads A Current Affair and The Project – 25 share in total viewers, 28 share in 16-39s, 28 share in 18-49s and 26 share in 25-54s.
- My Kitchen Rules** (1.150 million) peaks at 1.390 million, wins its timeslot, is Australia's most-watched programme, and is one of the top two most-watched programmes for 16-39s, 18-49s and 25-54s – 31 share in total viewers, 34 share in 16-39s, 33 share in 18-49s and 34 share in 25-54s.
- Bride & Prejudice** (0.636 million) wins in 16-39s and 18-49s and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 27 share in total viewers, 33 share in 16-39s, 31 share in 18-49s and 30 share in 25-54s.

Tuesday

- 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 leads Nine + Go + Gem + Life and is up 62% on Ten + One + Eleven in total viewers.
- Seven wins at 5:30pm with The Chase.
- Seven builds on recorded viewing.
 - On total viewing over the past seven days, Home and Away adds 119,000 viewers and moves to 1.388 million, My Kitchen Rules adds 229,000 viewers and moves to 2.233 million and 800 Words adds 303,000 viewers and moves to 1.541 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Seven News	#3	800 Words	#8
Seven News – Today Tonight	#4	Seven News – Today Tonight	#9
Home and Away	#10		
16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
800 Words	#6	Home and Away	#6
Home and Away	#7	800 Words	#7
Seven News – Today Tonight	#8	Seven News – Today Tonight	#9
Seven News	#9	Seven News	#10
Seven News – Today Tonight	#10	Home and Away	#10

- **Seven News** (1.000 million). Seven News wins network – up 44,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (0.939 million). Seven News – Today Tonight wins network – up 45,000 viewers on Nine News 6:30, a 5% audience advantage.
- **Home and Away** (0.722 million) ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s and 18-49s – 25 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 25 share in 25-54s.
- **My Kitchen Rules** (1.023 million) peaks at 1.312 million and is one of Tuesday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 34 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.
- **800 Words** (0.647 million) ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 30 share in total viewers, 31 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

Wednesday

- 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 32% on Nine and up 73% on Ten in total viewers.
 - Seven is up 74% on Nine and up 44% on Ten in 16-39s. Seven is up 48% on Nine and up 32% on Ten in 18-49s. Seven is up 41% on Nine and up 32% 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 20% on Nine (Nine + Go + Gem + Life) and up 77% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 29% on Nine and up 29% on Ten in 16-39s. Seven is up 21% on Nine and up 28% on Ten in 18-49s. Seven is up 19% on Nine and up 34% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on recorded viewing.
 - On total viewing over the past seven days, Home and Away adds 114,000 viewers and delivers a total audience of 1.355 million. My Kitchen Rules adds 208,000 viewers and delivers a total audience of 1.974 million and Murder Uncovered adds 193,000 viewers and delivers a total audience of 1.597 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Seven News – Today Tonight	#4
Seven News – Today Tonight	#3	Seven News	#7
Home and Away	#8	Home and Away	#9
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#4	Home and Away	#4
Seven News – Today Tonight	#5	Seven News – Today Tonight	#5
Murder Uncovered	#9	Seven News	#9

- **Seven News** (1.013 million). Seven News wins network – up 105,000 viewers on Nine News, a 12% audience advantage.
- **Seven News – Today Tonight** (1.008 million). Seven News – Today Tonight wins network – up 134,000 viewers on Nine News 6:30, a 15% audience advantage.
- **Home and Away** (0.750 million) wins in 16-39s, 18-49s and 25-54s – 26 share in total viewers, 33 share in 16-39s, 31 share in 18-49s and 28 share in 25-54s.
- **My Kitchen Rules** (1.078 million) peaks at 1.286 million, wins in total viewers, 16-39s, 18-49s and 25-54s and is Wednesday’s most-watched programme for total viewers and in all key audiences – 32 share in total viewers, 42 share in 16-39s, 38 share in 18-49s and 37 share in 25-54s.
- **Murder Uncovered** (0.577 million) delivers in all key audience demographics – 30 share in total viewers, 33 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.

Thursday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on recorded viewing.
 - On total viewing over the past seven days, Home and Away adds 147,000 viewers to deliver a total audience of 1.272 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#6
Seven News – Today Tonight	#3	Seven News – Today Tonight	#8
Home and Away	#7		
16-39s		18-49s	
Home and Away	#3	Home and Away	#6
Seven News – Today Tonight	#7	Seven News	#8
Seven News	#8	Seven News – Today Tonight	#9

- **Seven News** (0.937 million). Seven News wins network – up 91,000 viewers on Nine News, an 11% audience advantage.
- **Seven News – Today Tonight** (0.898 million). Seven News – Today Tonight wins network – up 69,000 viewers on Nine News 6:30, an 8% audience advantage.
- **Home and Away** (0.708 million) delivers in all key audience demographics – 26 share in total viewers, 35 share in 16-39s, 30 share in 18-49s and 28 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 at 5:30pm with The Chase.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#2	The Blind Side	#5
Better Homes and Gardens	#6	Seven News – Today Tonight	#7
The Chase	#8		

16-39s		18-49s	
The Blind Side	#1	The Blind Side	#1
Better Homes and Gardens	#4	Seven News	#7
Seven News	#9	Better Homes and Gardens	#8

- **Seven News** (0.926 million). Seven News wins network – up 101,000 viewers on Nine News, a 12% audience advantage.
- **Seven News – Today Tonight** (0.839 million). Seven News – Today Tonight wins network.
- **Better Homes and Gardens** (0.636 million) ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers.
- **Friday Night At The Movies: The Blind Side** (0.507 million) wins in 16-39s, 18-49s and 25-54s and is Friday's most-watched programme for 16-39s and 18-49s – 28 share in total viewers, 37 share in 16-39s, 34 share in 18-49s and 34 share in 25-54s.

Saturday

- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Seven News	#4
		Weekend Sunrise	#8

16-39s		18-49s	
Seven News	#4	Seven News	#4
Horrible Bosses	#5	Horrible Bosses	#7
AFLW on Seven	#7		

Primetime audience demographics for Week 7

	Total Individuals	25-54	16-39	18-49
Seven Network	29.4%	29.4%	30.2%	29.1%
Nine Network	29.2%	32.3%	33.2%	32.9%
Network Ten	17.1%	21.0%	21.3%	21.7%
ABC Network	17.7%	11.6%	10.4%	11.1%
SBS Network	6.5%	5.8%	5.1%	5.3%
Seven	21.4%	21.3%	21.6%	20.9%
Nine	20.7%	22.5%	22.3%	22.6%
TEN	12.4%	15.2%	14.8%	15.6%
ABC	13.1%	7.2%	5.6%	6.4%
SBS	4.6%	3.2%	2.5%	2.8%
7TWO	2.9%	1.3%	0.9%	1.2%
7mate	3.0%	4.2%	4.7%	4.2%
7flix	2.1%	2.7%	3.0%	2.8%
9GO!	4.2%	5.1%	6.5%	5.6%
9Gem	2.3%	1.9%	1.9%	2.0%
9Life	2.1%	2.8%	2.4%	2.8%
ONE	2.4%	2.4%	2.0%	2.2%
ELEVEN	2.2%	3.3%	4.5%	3.9%
ABC2	2.5%	2.6%	3.2%	2.8%
ABC ME	0.6%	0.3%	0.5%	0.4%
ABC News 24	1.5%	1.5%	1.0%	1.4%
SBS VICELAND	0.7%	1.0%	1.0%	1.0%
SBS Food Network	1.0%	1.5%	1.5%	1.4%

Live and As-Live Data**Week 7 Primetime Shares**

ABC1:	13.1%
Seven:	21.4%
Nine:	20.7%
Ten:	12.4%
SBS1:	4.6%

ABC2:	2.5%
ABC Me:	0.6%
ABC News 24:	1.5%
7TWO:	2.9%
7mate:	3.0%
7flix:	2.1%
GO!:	4.2%
Gem:	2.3%
Life:	2.1%
One:	2.4%
Eleven:	2.2%
Viceland:	0.7%
Food:	1.0%
NITV:	0.1%

Week 7 Combined Multiple Channels Primetime Shares

ABC1:	17.7%
Seven:	29.4%
Nine:	29.2%
Ten:	17.1%
SBS:	6.5%

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