

Sunday, 1 December 2019

## Seven dominates News and Sport in 2019

2020 entertainment schedule to deliver more 25-54s



The Seven Network today confirmed key ratings achievements from the 2019 ratings survey year, as it prepares to execute on its content led growth strategy in 2020.

Commenting on the results of the 2019 ratings survey year, Angus Ross, Seven's Head of Programming, said: *"We have a lot to be proud of at Seven in 2019. 7NEWS and 7Sport have delivered dominant results, with 7NEWS, Sunrise, AFL and Cricket all number one this year, resulting in Seven being the number one network from 0600-2400.*

*"Next year, we're going to build on our news and sport foundation, by refreshing existing programs, and adding six new stripped programs focusing on 25-54s to our prime time entertainment schedule: Pooch Perfect, Farmer Wants a Wife, Big Brother, Mega Mini Golf, SAS: Who Dares Wins and Plate of Origin. With bigger shows and bigger stars, combined with the power of 7NEWS, AFL, Cricket and the Tokyo 2020 Olympics - Seven will deliver in 2020."*

Specific accomplishments confirmed by Seven today include:

- 7NEWS was number one for the 16<sup>th</sup> consecutive year, and has won 312 of 334 nights this year, averaging 940,000 metro viewers each night.
- Sunrise was number one for the 14<sup>th</sup> consecutive year and hasn't lost a morning all year. Sunrise reaches an average of 3 million metro viewers every month.
- Seven's coverage of the AFL was once again the number one winter sport, reaching 15 million viewers across the premiership season.
- Seven's coverage of the Cricket is set to be the number one summer sport, already reaching 7.84 million viewers since the start of the first test between Australia and Pakistan on November 21.
- My Kitchen Rules, Australia's number one cooking show, and House Rules delivered over 20 weeks of massive audiences, respectively averaging 1.44 million and 1.21 million viewers for each episode.
- Home and Away was the number one Australian drama nationally, averaging a million viewers for each episode.
- The Chase Australia was number one at 5 pm this survey year, winning every single day. The Chase Australia reached approximately 3 million viewers each month in 2019.
- The Good Doctor was the number one US drama nationally, averaging over a million viewers for each episode.
- The All New Monty Ladies' Night was the number one entertainment special, with over 1.6 million viewers nationally.
- The Front Bar was the number one footy show, averaging 562,000 viewers each week nationally.
- The Morning Show was number one for a 12<sup>th</sup> consecutive year and won every single survey week. The Morning Show reaches an average of 2 million metro viewers every month.
- Seven has the number one group of multichannels, with 7mate the number one multichannel for total viewers for the second year in a row and leads key demographics, including P25-54, P16-39 and Men 18-54.
- Seven was the number one network from 0600-2400.
- Over 18 million Australians engage with Seven Network content every month.

Additionally, 2019 has seen explosive growth in Seven's digital assets:

- 7NEWS.com.au, launched in April, has already established itself as Australia's fifth-ranked news website. Over 6 million people access it every month.
- 7plus has streamed over 4.3 billion minutes of content so far in 2019. This represents 51% year-on-year growth for VOD streaming, the highest amongst commercial free to air broadcasters and outpacing total market growth.

End.

For more details:

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Sources:

**7NEWS:** OzTAM, Metro, Total Ind. FTA Main News broadcasts between 5pm-8pm. Average Audience, 2004-2019 Survey Year (Wks 7-48 excl Summer & Easter). Nights Won (Seven v Nine), 2019 Jan-Nov 2019. Data: 2004-2009 Live, 2010-2019 prior Wk 48 2019 Cons7, 2019 Wk 48 Overnight.

**Sunrise:** OzTAM, Metro, Total Ind. Sunrise v Today. Average Audience, 2006-2019 Survey Year (Wks 7-48 excl Summer & Easter). Mornings Won (Seven v Nine & ABC), 2019 Jan-Nov. Reach based on average monthly reach for at least 5 consecutive minutes of Sunrise viewed during the month (Jan-Nov 2019). Data: 2006-2009 Live, 2010-2019 prior Wk 48 2019 Cons7, 2019 Wk 48 Overnight.

**AFL:** OzTAM (Metro), RegionalTAM (Regional), Total Ind. 2019 AFL Season. Network National Reach Estimate referencing Met + Reg for 1 minute of Seven Network + Affiliates AFL coverage viewed. Data: Cons7.

**Cricket:** OzTAM (Metro), RegionalTAM (Regional), Total Ind. 2019/20 Seven's Cricket Tests: 1<sup>st</sup> Test (21-24/11/19) and 2<sup>nd</sup> Test (29/11-1/12/19). Network National Reach Estimate referencing Met + Reg for 1 minute of Seven Network + Affiliates Test Cricket coverage viewed. Data: Cons7 prior Wk 48, Overnight Wk 48.

**My Kitchen Rules & House Rules:** OzTAM (Metro TV and National VPM), RegionalTAM (Regional). Combined/National: Metro + Regional. Total Ind. Total Video Audience: Average Broadcast Audience plus VPM, 2019 Series average. Data: Cons7.

**Home and Away:** OzTAM (Metro), RegionalTAM (Regional). Combined/National: Metro + Regional. Total Ind. Average Audience, 2019 Survey Year (Wks 7-48 excl Summer & Easter). Most watched Australian Drama on FTA. Data: 2019 prior Wk 48 2019 Cons7, 2019 Wk 48 Overnight.

**The Chase:** OzTAM, Metro, Total Ind. The Chase Australia v Hot Seat (M-F 1700-1800). Average Audience, 2019 Survey (Wks 7-48 excl Summer & Easter). Reach based on average monthly reach for at least 5 consecutive minutes of The Chase Australia viewed during the month (Jan-Nov 2019). Data: Cons7 2019 prior Wk 48, Overnight 2019 Wk 48.

**The Good Doctor:** OzTAM (Metro), RegionalTAM (Regional). Combined/National: Metro + Regional. Total Ind. Average Audience, 2019 Survey Year (Wks 7-48 excl Summer & Easter). Most watched US Drama on FTA. Data: 2019 prior Wk 48 2019 Cons7, 2019 Wk 48 Overnight.

**The All New Monty Ladies' Night:** OzTAM (Metro TV and National VPM), RegionalTAM (Regional). Combined/National: Metro + Regional. Total Ind. Total Video Audience: Average Broadcast Audience plus VPM. Data: Cons7.

**The Front Bar:** OzTAM (Metro TV), RegionalTAM (Regional). Combined/National: Metro + Regional. Total Ind. Average Audience. 2019 Series. Data: Cons7.

**The Morning Show:** OzTAM, Metro, Total Ind. TMS v Today Extra. Average Audience, 2008-2019 Survey Year (Wks 7-48 excl Summer & Easter). Mornings Won (TMS v Today Extra), 2019 Jan-Nov. Reach based on average monthly reach for at least 5 consecutive minutes of TMS viewed during the

*month (Jan-Nov 2019). Data: 2008-2009 Live, 2010-2019 prior Wk 48 2019 Cons7, 2019 Wk 48 Overnight.*

**Multichannels:** OzTAM, Metro, 1800-2400, FTA Share for multi-channels, 2019 Survey Year (Wks 7-48 2019, excl Summer and Easter). Data: Cons7 Wks 7-47, Overnight Wk 48.

**Most-watched 0600-2400:** OzTAM, Metro, Total Ind. Overall 0600-2400, FTA Share, 2019 Survey Year (Wks 7-48 2019, excl Summer and Easter). Data: Cons7 Wks 7-47, Overnight Wk 48.

**Monthly reach:** OzTAM (Metro), RegionalTAM (Regional), Total Ind. Full day 0200-2600, Network National Reach Estimate referencing Met + Reg for 1 minute of Seven Network + Affiliates viewed for average monthly for last 12 months (Nov 2018-Oct 2019). Data: Cons7.

**7NEWS.com.au:** Nielsen DCR Monthly Tagged, Avg Monthly UA, Digital C/M, UA, 2+

**7plus:** OzTAM VPM, 2019 YTD as of WK46, Growth YOY for VOD Streaming Only.