

21 August 2017

Seven Network Ratings Report

Week 33: 13 August – 19 August 2017

Seven is number one in 2017

Seven is number 1 in primetime in the current television year.

Seven + 7TWO + 7mate + 7flix combine to deliver Seven market leadership in total viewers 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 wins in news

- Seven News leads Nine News

Seven delivers in the most-watched programmes across Australia

- | | |
|------------------------------|---------------|
| - Seven News – Sunday | 1.759 million |
| - Seven News | 1.629 million |
| - Seven News – Today Tonight | 1.475 million |
| - Sunday Night | 1.249 million |
| - Seven News – Saturday | 1.247 million |
| - Home and Away | 1.167 million |
| - The Force | 1.047 million |
| - Better Homes and Gardens | 1.041 million |
| - The Chase | 1.021 million |
| - Border Security | 1.010 million |

Seven wins in breakfast television across Australia

- Sunrise = 491,000 vs Today = 423,000

Seven wins in morning television across Australia

- The Morning Show = 221,000 vs Today Extra = 164,000

Seven builds on total viewing over the past seven days

- Hell's Kitchen – Sunday adds 83,000 viewers and = 1.273 million.
- Blue Murder: Killer Cop adds 250,000 viewers and = 1.343 million.
- Home and Away – Monday adds 105,000 viewers and = .412 million.
- Hell's Kitchen – Monday adds 72,000 viewers and = 1.022 million.
- Home and Away – Tuesday adds 108,000 viewers and = 1.352 million.
- Hell's Kitchen – Tuesday adds 65,000 viewers and = 1.009 million.
- Home and Away – Wednesday adds 94,000 viewers and = 1.263 million.
- Criminal Minds adds 177,000 viewers and = 0.908 million.
- Home and Away – Thursday adds 130,000 viewers and = 1.276 million.

Live and As-Live Data

Week 33 Primetime Shares

ABC1:	12.2%
Seven:	18.3%
Nine:	21.3%
Ten:	11.9%
SBS1:	5.4%

ABC2:	3.1%
ABC Me:	0.6%
ABC News 24:	1.6%
7TWO:	3.8%
7mate:	3.5%
7flix:	2.7%
GO!:	3.4%
Gem:	2.5%
Life:	2.2%
One:	3.0%
Eleven:	2.6%
Viceland:	1.0%
Food:	0.8%
NITV:	0.2%

Week 33 Combined Multiple Channels Primetime Shares

ABC:	17.5%
Seven:	28.3%
Nine:	29.3%
Ten:	17.5%
SBS:	7.4%

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

Primetime audience demographics for Week 33: 6:00pm-midnight

	Total People	25-54	16-39	18-49
Seven Network	28.30%	27.10%	26.60%	26.60%
Nine Network	29.30%	32.30%	31.00%	32.60%
Ten Network	17.50%	22.40%	25.00%	23.40%
ABC Network	17.50%	12.00%	11.50%	11.50%
SBS Network	7.40%	6.10%	5.90%	6.00%
Channel 7	18.30%	17.10%	16.80%	16.90%
Channel 9	21.30%	23.40%	22.30%	23.60%
Channel 10	11.90%	15.30%	17.70%	16.30%
ABC	12.20%	6.80%	5.90%	6.10%
SBS	5.40%	3.50%	3.30%	3.30%
7TWO	3.80%	1.70%	1.10%	1.40%
7mate	3.50%	4.40%	4.50%	4.30%
7flix	2.70%	3.90%	4.20%	3.90%
GO!	3.40%	4.10%	4.50%	4.40%
Gem	2.50%	1.90%	1.70%	1.80%
9Life	2.20%	2.80%	2.40%	2.80%
ONE	3.00%	3.30%	2.30%	2.80%
ELEVEN	2.60%	3.90%	5.00%	4.30%
ABC2	3.10%	3.30%	3.90%	3.50%
ABC ME	0.60%	0.40%	0.50%	0.40%
ABC NEWS	1.60%	1.60%	1.20%	1.40%
SBS VICELAND	1.00%	1.30%	1.50%	1.40%
SBS Food Network	0.80%	1.10%	1.00%	1.10%
NITV	0.20%	0.20%	0.20%	0.20%

Primetime Programming Analysis

Sunday

- Seven wins in breakfast television. Sunrise leads Today.
- AFL on Seven: Sunday Afternoon Football dominates across Seven and 7mate.
- Seven wins in primetime on digital channels.
 - 7flix is the most-watched digital channel for 16-39s.
- Seven builds on total viewing over the past seven days:
 - Hell's Kitchen adds 83,000 viewers for a total audience of 1.273 million.
 - Blue Murder: Killer Cop adds 250,000 viewers for a total audience of 1.343 million
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#4
Sunday Night	#5	Sunday Night	#6
Hell's Kitchen	#9	Hell's Kitchen	#7
		Heists That Shook the World	#10
16-39s		18-49s	
Seven News	#5	Seven News	#5
Sunday Night	#6	Sunday Night	#6
Hell's Kitchen	#7	Hell's Kitchen	#7
Heists That Shook the World	#9	Heists That Shook the World	#9

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- **Seven News** (1.153 million).
- **Sunday Night** (0.797 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- 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.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven builds on total viewing over the past seven days:
 - Home and Away adds 105,000 viewers for a total audience of 1.412 million.
 - Hell's Kitchen adds 72,000 viewers for a total audience of 1.022 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	Seven News	#9
Seven News – Today Tonight	#5	Seven News – Today Tonight	#10
Home and Away	#8		
16-39s		18-49s	
Home and Away	#7	Home and Away	#9
Hell's Kitchen	#9	Hell's Kitchen	#10

Tuesday

- 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 builds on total viewing over the past seven days:
 - Home and Away adds 108,000 viewers for a total audience of 1.352 million.
 - Hell's Kitchen adds 65,000 viewers for a total audience of 1.009 million.

Wednesday

- 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 94,000 viewers for a total audience of 1.263 million.
 - Criminal Minds adds 177,000 viewers for a total audience of 0.908 million.

Thursday

- 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.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven builds on total viewing over the past seven days:
 - Home and Away adds 130,000 viewers for a total audience of 1.276 million.

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 39% on Nine and up 158% on Ten in total viewers.
 - Seven is up 54% on Nine and up 121% on Ten in 16-39s. Seven is up 38% on Nine and up 114% on Ten in 18-49s. Seven is up 41% on Nine and up 126% 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.

- 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 42% on Nine (Nine + Go + Gem + Life) and is up 129% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 48% on Nine and up 110% on Ten in 16-39s. Seven is up 38% on Nine and up 94% on Ten in 18-49s. Seven is up 39% on Nine and up 101% on Ten in 25-54s.
- 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	#3
Seven News – Today Tonight	#2	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	AFL on Seven	#5
The Chase	#7	Better Homes and Gardens	#7
AFL on Seven	#9		
16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#3
Seven News	#2	Seven News	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#5
Better Homes and Gardens	#8	Better Homes and Gardens	#9

- **Seven News** (0.966 million). Seven News wins network – up 106,000 viewers on Nine News, a 12% audience advantage.
- **Seven News – Today Tonight** (0.901 million). Seven News – Today Tonight wins network – up 45,000 viewers on Nine News 6:30, a 5% audience advantage.
- **Better Homes and Gardens** (0.604 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.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- AFL on Seven: Saturday 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 45% on Nine and up 108% on Ten in total viewers.
 - Seven is up 41% on Nine and up 55% on Ten in 16-39s. Seven is up 48% on Nine and up 62% on Ten in 18-49s. Seven is up 43% on Nine and up 65% 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.

- 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 43% on Nine (Nine + Go + Gem + Life) and up 111% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 35% on Nine and up 65% on Ten in 16-39s. Seven is up 34% on Nine and up 72% on Ten in 18-49s. Seven is up 34% on Nine and up 75% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
AFL on Seven	#9	AFL on Seven	#4
		Sister Act	#7
16-39s		18-49s	
Seven News	#3	Seven News	#2
AFL on Seven	#4	AFL on Seven	#4

- **Seven News** (0.803 million). Seven News wins network – up 48,000 viewers on Nine News, a 6% 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.