Seven Network Ratings Report

Week 13: 26 March - 1 April 2017

Seven wins in primetime on primary channels

- Seven 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 combine to win primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.

My Kitchen Rules dominates

- My Kitchen Rules is Australia's number one, hits a season high and delivers the most-watched single episode of any programme on television in 2017.

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 at 5:30pm

- The Chase leads Hot Seat.

Seven delivers in the most-watched programmes across Australia

-	My Kitchen Rules – Wednesday	2.136 million
-	My Kitchen Rules – Monday	1.870 million
-	My Kitchen Rules – Tuesday	1.793 million
-	Seven News	1.654 million
-	My Kitchen Rules – Sunday	1.642 million
-	Seven News – Sunday	1.595 million
-	Seven News – Today Tonight	1.519 million
-	Sunday Night	1.342 million
-	Seven News – Saturday	1.227 million
-	Home and Away	1.221 million



Seven wins in breakfast television and morning television across Australia

- Sunrise = 638,000 vs Today = 461,000
- The Morning Show = 274,000 vs Today Extra = 250,000

Seven builds on total viewing over the past seven days

- On Sunday, My Kitchen Rules adds 130,000 viewers for a total audience of 1.553 million. Sunday Night adds 78,000 viewers for a total audience of 1.159 million.
- On Monday, Home and Away adds 122,000 viewers for total audience of 1.302 million. My Kitchen Rules adds 166,000 viewers for a total audience of 1.717 million.
- On Wednesday, Home and Away adds 102,000 viewers for a total audience of 1.304 million. My Kitchen Rules adds 139,000 viewers for a total audience of 1.845 million. Million Dollar Cold Case adds 105,000 viewers for a total audience of 1.159 million.

Seven delivers across the week

- My Kitchen Rules peaks at 1.432 million and is one of Sunday's top two most-watched programme for total viewers and in all key audience demographics.
- Sunday Night is up 33% on 60 Minutes, wins its timeslot in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.467 million and is Monday's number one most-watched programme for total viewers and 25-54s, and one of the top two most-watched programmes for 16-39s and 18-49s.
- Murder Uncovered 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.
- My Kitchen Rules peaks at 1.451 million, wins in all key audiences and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Ramsay's Kitchen Nightmares delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.659 million, wins in all key audiences and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Million Dollar Cold Case wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Wednesday's top ten most-watched programmes in all key audiences.
- AFL on Seven: Thursday Night Football dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.
- Better Homes and Gardens 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.
- AFL on Seven: Friday Night Football dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.
- AFL on Seven: Saturday Night Football dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.

Live and As-Live Data

Week 13 Primetime Shares

ABC1: 12.2% 24.4% Seven: Nine: 18.6% 9.3% Ten: SBS1: 4.6% ABC2: 2.8% ABC Me: 0.5% ABC News 24: 1.8% 7TWO: 3.6% 3.4% 7mate: 7flix: 2.4% GO!: 4.1% Gem: 2.2% 2.2% Life: One: 3.2%

Food: 0.8% NITV: 0.2%

2.8% 0.9%

Week 13 Combined Multiple Channels Primetime Shares

ABC1: 17.3% Seven: 33.8% Nine: 27.1% Ten: 15.3% SBS: 6.5%

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

figures.

Eleven:

Viceland:

Primetime audience demographics for Week 13: 6:00pm-midnight

	Total Individuals	Ppl 25-54	Ppl 16-39	Ppl 18-49
Seven Network	33.8%	34.2%	34.2%	34.0%
Nine Network	27.1%	30.2%	30.7%	30.8%
Network Ten	15.3%	18.3%	19.1%	18.9%
ABC Network	17.3%	11.6%	10.2%	10.9%
SBS Network	6.5%	5.7%	5.8%	5.5%
Seven	24.4%	25.1%	25.3%	24.8%
Nine	18.6%	20.5%	20.2%	20.6%
TEN	9.3%	10.9%	11.1%	11.1%
ABC	12.2%	6.7%	4.8%	5.8%
SBS	4.6%	3.1%	2.8%	2.9%
7TWO	3.6%	1.8%	1.0%	1.5%
7mate	3.4%	4.4%	4.6%	4.6%
7flix	2.4%	2.9%	3.3%	3.1%
9GO!	4.1%	5.2%	6.5%	5.8%
9Gem	2.2%	1.6%	1.5%	1.5%
9Life	2.2%	3.0%	2.5%	2.9%
ONE	3.2%	3.4%	2.7%	3.1%
ELEVEN	2.8%	4.0%	5.3%	4.6%
ABC2	2.8%	2.8%	3.4%	3.0%
ABC ME	0.5%	0.4%	0.4%	0.4%
ABC News 24	1.8%	1.7%	1.6%	1.7%
SBS VICELAND	0.9%	1.0%	1.3%	1.2%
SBS Food Network	0.8%	1.3%	1.6%	1.3%

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 25% on Nine and up 237% on Ten in total viewers.
 - Seven is up 8% on Nine and up 152% on Ten in 16-39s. Seven is up 11% on Nine and up 160% on Ten in 18-49s. Seven is up 16% on Nine and up 174% 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 15% on Nine (Nine + Go + Gem + Life) and up 173% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 8% on Nine and up 103% on Ten in 16-39s. Seven is up 5% on Nine and up 110% on Ten in 18-49s. Seven is up 8% on Nine and up 116% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven builds on recorded viewing over the past seven days:
 - My Kitchen Rules adds 130,000 viewers and delivers a total audience of 1.553 million.
 - Sunday Night adds 78,000 viewers and delivers a total audience of 1.159 million.
- Seven scores in the most-watched programmes:

	25-54s	
#2	My Kitchen Rules	#2
#3	Sunday Night	#3
#5	Seven News	#6
	18-49s	
#2	My Kitchen Rules	#2
#3	Sunday Night	#3
#7	Seven News	#7
	#3 #5 #2 #3	#2 My Kitchen Rules #3 Sunday Night #5 Seven News 18-49s #2 My Kitchen Rules #3 Sunday Night

- **Seven News** (1.052 million). Seven News wins network.
- **My Kitchen Rules** (1.114 million) peaks at 1.432 million and is one of Sunday's top two most-watched programme for total viewers and in all key audience demographics 32 share in total viewers, 37 share in 16-39s, 35 share in 18-49s and 34 share in 25-54s.
- Sunday Night (0.896 million) is up 33% on 60 Minutes, wins its timeslot in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s 33 share in total viewers, 43 share in 16-39s, 42 share in 18-49s and 41 share in 25-54s.

Monday

- Seven wins in news.
- My Kitchen Rules is Monday's number one most-watched programme for total viewers and 25-54s.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 23% on Nine and up 200% on Ten in total viewers.
 - Seven is up 6% on Nine and up 135% on Ten in 16-39s. Seven is up 7% on Nine and up 131% on Ten in 18-49s. Seven is up 15% on Nine and up 161% on Ten in 25-54s.
- · 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, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 24% on Nine
 (Nine + Go + Gem + Life) and up 138% on Ten (Ten + One + Eleven) in total viewers.
 - Seven leads Nine and is up 61% on Ten in 16-39s. Seven is up 3% on Nine and up 66% on Ten in 18-49s. Seven is up 9% on Nine and up 87% 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 over the past seven days:
 - Home and Away adds 122,000 viewers and delivers a total audience of 1.302 million.
 - My Kitchen Rules adds 166,000 viewers and delivers a total audience of 1.717 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Murder Uncovered	#6
Seven News - Today Tonight	#4	Home and Away	#8
Home and Away	#9	Seven News – Today Tonight	#10
16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Home and Away	#5	Home and Away	#5
Murder Uncovered	#8	Murder Uncovered	#8
Seven News - Today Tonight	#10	Seven News - Today Tonight	#10

- Seven News (1.051 million). Seven News wins network up 55,000 viewers on Nine News, a 6% audience advantage.
- Seven News Today Tonight (1.040 million). Seven News Today Tonight wins network – up 63,000 viewers on Nine News 6:30, a 6% audience advantage.
- Home and Away (0.792 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 26 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 26 share in 25-54s.
- My Kitchen Rules (1.254 million) peaks at 1.467 million and is Monday's number one most-watched programme for total viewers and 25-54s, and one of the top two most-watched programmes for 16-39s and 18-49s 38 share in total viewers, 42 share in 16-39s, 40 share in 18-49s and 42 share in 25-54s.
- **Murder Uncovered** (0.693 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 33 share in total viewers, 32 share in 16-39s, 33 share in 18-49s and 36 share in 25-54s.

Tuesday

- · Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven dominates across 7:00-16:00 with breaking cyclone coverage.
- My Kitchen Rules is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 16% on Nine and up 124% on Ten in total viewers.
 - Seven is up 9% on Nine and up 144% on Ten in 16-39s. Seven is up 3% on Nine and up 121% on Ten in 18-49s. Seven is up 7% on Nine and up 129% 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 8% on Nine (Nine + Go + Gem + Life) and up 87% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 77% on Ten in 16-39s. Seven is up 73% on Ten in 18-49s. Seven leads Nine and is up 79% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.

Seven scores in the most-watched programmes:

All People My Kitchen Rules Seven News Seven News – Today Tonight Home and Away	#1 #2 #4 #9	25-54s My Kitchen Rules Seven News Seven News – Today Tonight Home and Away Ramsay's Kitchen Nightmares	#1 #6 #8 #9 #10
16-39s My Kitchen Rules Ramsay's Kitchen Nightmares Home and Away Seven News	#1 #4 #9 #10	18-49s My Kitchen Rules Seven News Ramsay's Kitchen Nightmares Home and Away Seven News – Today Tonight	#1 #7 #8 #9 #10

- Seven News (1.138 million). Seven News wins network up 92,000 viewers on Nine News, an 8% audience advantage.
- Seven News Today Tonight (1.035 million). Seven News Today Tonight wins network up 49,000 viewers on Nine News 6:30, a 5% audience advantage.
- Home and Away (0.757 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 25 share in total viewers, 27 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.
- My Kitchen Rules (1.236 million) peaks at 1.451 million, wins in all key audiences and is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s 40 share in total viewers, 44 share in 16-39s, 42 share in 18-49s and 43 share in 25-54s.
- Ramsay's Kitchen Nightmares (0.483 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s 28 share in total viewers, 45 share in 16-39s, 37 share in 18-49s and 35 share in 25-54s.

Wednesday

- Seven wins in news.
- My Kitchen Rules is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules hits a season high and is the most-watched single episode of any programme on television in 2017.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 63% on Nine and up 229% on Ten in total viewers.
 - Seven is up 83% on Nine and up 154% on Ten in 16-39s. Seven is up 59% on Nine and up 152% on Ten in 18-49s. Seven is up 59% on Nine and up 167% 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 42% on Nine (Nine + Go + Gem + Life) and up 140% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 36% on Nine and up 56% on Ten in 16-39s. Seven is up 30% on Nine and up 63% on Ten in 18-49s. Seven is up 33% on Nine and up 82% 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 over the past seven days:
 - Home and Away adds 102,000 viewers and delivers a total audience of 1.304 million.
 - My Kitchen Rules adds 139,000 viewers and delivers a total audience of 1.845 million.
 - Million Dollar Cold Case adds 105,000 viewers and delivers a total audience of 1.159 million.
- Seven scores in the most-watched programmes:

All People My Kitchen Rules Seven News Seven News – Today Tonight Home and Away Million Dollar Cold Case The Chase	#1 #2 #3 #8 #9 #10	25-54s My Kitchen Rules Million Dollar Cold Case Seven News Seven News – Today Tonight Home and Away	#1 #4 #5 #6 #9
16-39s My Kitchen Rules Home and Away Million Dollar Cold Case Seven News Seven News – Today Tonight	#1 #3 #6 #7 #8	18-49s My Kitchen Rules Million Dollar Cold Case Home and Away Seven News Seven News – Today Tonight	#1 #4 #5 #6 #8

- **Seven News** (1.047 million). Seven News wins network up 138,000 viewers on Nine News, a 15% audience advantage.
- Seven News Today Tonight (1.000 million). Seven News Today Tonight wins network up 133,000 viewers on Nine News 6:30, a 15% audience advantage.
- Home and Away (0.701 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 25 share in total viewers, 30 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.
- My Kitchen Rules (1.436 million) peaks at 1.659 million, wins in all key audiences and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s 48 share in total viewers, 58 share in 16-39s, 53 share in 18-49s and 53 share in 25-54s.
- **Million Dollar Cold Case** (0.670 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Wednesday's top ten most-watched programmes in all key audiences 35 share in total viewers, 35 share in 16-39s, 32 share in 18-49s and 33 share in 25-54s.

Thursday

- Seven wins in news.
- AFL on Seven 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 14% on Nine and up 92% on Ten in total viewers.
 - Seven is up 30% on Nine and up 55% on Ten in 16-39s. Seven is up 16% on Nine and up 47% on Ten in 18-49s. Seven is up 9% on Nine and up 49% 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 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 38% on Nine (Nine + Go + Gem + Life) and up 109% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 23% on Nine and up 88% on Ten in 16-39s. Seven is up 18% on Nine and up 85% on Ten in 18-49s. Seven is up 22% on Nine and up 83% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- 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	#4	Seven News - Today Tonight	#5
The Chase	#7	The Chase	#9
AFL on Seven	#9	AFL on Seven	#10
The Chase – 5:00	#10		
16-39s		18-49s	
Seven News	#4	Seven News	#4
Seven News – Today Tonight	#5	Seven News – Today Tonight	#5
AFL on Seven	#6	AFL on Seven	#8
The Chase	#9	The Chase	#10

- Seven News (1.111 million). Seven News wins network.
- AFL on Seven: Thursday Night Football dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.

Friday

- AFL on Seven 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 48% on Nine and up 124% on Ten in total viewers.
 - Seven is up 38% on Nine and up 98% on Ten in 16-39s. Seven is up 35% on Nine and up 93% on Ten in 18-49s. Seven is up 32% on Nine and up 89% 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 38% on Nine (Nine + Go + Gem + Life) and up 109% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 23% on Nine and up 88% on Ten in 16-39s. Seven is up 18% on Nine and up 85% on Ten in 18-49s. Seven is up 22% on Nine and up 83% 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 Seven News Seven News – Today Tonight Better Homes and Gardens The Chase	#2 #4 #7 #8	25-54s Seven News Seven News – Today Tonight AFL on Seven Better Homes and Gardens	#3 #4 #6 #7
16-39s AFL on Seven Seven News – Today Tonight Better Homes and Gardens Seven News AFL on Seven: Post-Match	#2 #5 #6 #8 #10	18-49s AFL on Seven Seven News – Today Tonight Seven News Better Homes and Gardens	#3 #6 #7 #8

- **Better Homes and Gardens** (0.588 million not broadcast in Adelaide) 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 30 share in total viewers, 28 share in 16-39s, 28 share in 18-49s and 30 share in 25-54s.
- AFL on Seven: Friday Night Football dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.

Saturday

- Seven wins in news.
- AFL on Seven 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 54% on Nine and up 171% on Ten in total viewers.
 - Seven is up 38% on Nine and up 229% on Ten in 16-39s. Seven is up 40% on Nine and up 286% on Ten in 18-49s. Seven is up 37% on Nine and up 236% 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,
 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 37% on Nine
 (Nine + Go + Gem + Life) and up 145% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 25% on Nine and up 184% on Ten in 16-39s. Seven is up 26% on Nine and up 194% on Ten in 18-49s. Seven is up 22% on Nine and up 163% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

All People Seven News AFL on Seven Weekend Sunrise Weekend Sunrise	#1 #7 #9 #10	25-54s Seven News AFL on Seven AFL on Seven: Pre-Match Weekend Sunrise	#2 #3 #6 #8
16-39s AFL on Seven Seven News AFL on Seven: Pre-Match AFL on Seven: Post-Match	#1 #3 #8 #10	18-49s Seven News AFL on Seven AFL on Seven: Pre-Match Fast Five AFL on Seven: Post-Match	#1 #3 #6 #9 #10

- **Seven News** (0.824 million). Seven News wins network up 93,000 viewers on Nine News, a 13% audience advantage.
- AFL on Seven: Saturday Night Football dominates in all key audiences: total viewers, 16-39s, 18-49s and 25-54s.