

8 August 2016

Seven Network Ratings Report

Week 32: 31 July – 6 August 2016

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 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, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels.

The Olympic Games on Seven dominates.

- The Olympic Games on Seven: The Opening Ceremony peaks at 3 million and delivers a metropolitan and regional combined average audience of 2.25 million on Saturday morning.
- The Olympic Games on Seven: The Opening Ceremony Highlights and live coverage of Day 1 from Rio delivers the Channels of Seven a 46.3% five network audience share across primetime on Saturday.

Seven wins in news.

- Seven News leads Nine News.
- Seven News – Today Tonight leads Nine News 6:30.

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.

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 = 537,000 vs Today = 464,000
 - The Morning Show = 262,000 vs Today Extra = 186,000
- Metropolitan and Regional Combined Audiences

Seven delivers in the most-watched programmes across Australia.

- The Olympic Games: Opening Ceremony 2.250 million
- Seven News – Sunday 1.786 million
- Seven News 1.726 million
- Seven News – Saturday 1.520 million
- Seven News – Today Tonight 1.513 million
- Highway Patrol 1.298 million
- The Olympic Games: Opening Ceremony Highlights 1.288 million
- Home and Away 1.230 million
- Sunday Night 1.200 million
- Border Security 1.186 million
- The Chase 1.180 million
- The Force 1.168 million
- Better Homes and Gardens 1.160 million
- The Force 1.116 million
- Border Security 1.063 million

Metropolitan and Regional Combined Audiences

Primetime audience demographics for primary channels

6:00pm-midnight Week 32, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.8%	17.7%	12.5%	12.7%	4.5%
16-39s	17.9%	17.1%	17.5%	5.9%	2.8%
18-49s	18.7%	17.6%	16.3%	6.7%	3.2%
25-54s	19.1%	18.0%	15.4%	7.6%	3.7%

Primetime audience demographics for digital channels

6:00pm-midnight Week 32, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.3%	1.8%	2.1%	2.3%
7mate	4.9%	6.4%	6.5%	6.4%
7flix	2.0%	3.0%	2.9%	2.6%
GO!	3.6%	5.8%	4.9%	4.3%
Gem	2.3%	2.4%	2.2%	2.3%
Life	2.3%	3.1%	3.2%	3.2%
One	3.1%	2.8%	3.0%	3.4%
Eleven	2.5%	4.6%	4.1%	3.5%
ABC2	3.6%	4.0%	3.8%	3.7%
ABC3	0.7%	0.6%	0.5%	0.4%
ABC News 24	1.3%	0.9%	1.2%	1.2%
SBS2	0.9%	1.3%	1.3%	1.3%
NITV	0.3%	0.5%	0.4%	0.2%
Food	0.9%	1.7%	1.4%	1.4%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 32, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.1%	25.9%	18.2%	18.3%	6.6%
16-39s	29.1%	28.3%	24.9%	11.4%	6.3%
18-49s	30.2%	27.9%	23.5%	12.2%	6.3%
25-54s	30.4%	27.7%	22.4%	12.9%	6.6%

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 combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers on the combined audiences of all channels.
 - Seven is up 8% on Nine + Go + Gem + Life and up 90% on Ten + One + Eleven in total viewers.
- 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:

All People		25-54s	
Seven News	#1	Seven News	#3
Sunday Night	#4	Border Security	#4
Border Security	#5	The Force	#5
The Force	#6	Sunday Night	#7
16-39s		18-49s	
Seven News	#3	Seven News	#3
Sunday Night	#6	Border Security	#5
Border Security	#7	The Force	#6
The Force	#8	Sunday Night	#7
AFL on Seven	#10		

- **Seven News** (1.209 million). Seven News wins network – up 43,000 viewers on Nine News, a 4% audience advantage.
- **Sunday Night** (0.804 million) delivers in all key audiences and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers.
- **Border Security** (0.780 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 25 share in 18-49s and 26 share in 25-54s.
- **The Force** (0.757 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, 27 share in 18-49s and 29 share in 25-54s.

Monday

- 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 leads Nine + Go + Gem + Life and is up 36% on Ten + One + Eleven in total viewers.
- 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 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
Highway Patrol	#7	Highway Patrol	#8
Home and Away	#9		
16-39s		18-49s	
Highway Patrol	#7	Seven News	#6
Seven News	#10	Highway Patrol	#7
		Seven News – Today Tonight	#8
		Home and Away	#9

- **Seven News** (1.133 million). Seven News wins network – up 40,000 viewers on Nine News, a 4% audience advantage.

Tuesday

- Seven wins in news.
- Seven is number one for 18-49s primetime on primary channels.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 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 leads Nine + Go + Gem + Life and is up 38% 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. 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	#5
The Chase	#7	Home and Away	#10
Home and Away	#8		
16-39s		18-49s	
Seven News	#4	Seven News	#3
Home and Away	#6	Seven News – Today Tonight	#6
Seven News – Today Tonight	#8	Home and Away	#8
		Winners and Losers	#10

- **Seven News** (1.159 million). Seven News wins network – up 184,000 viewers on Nine News, a 19% audience advantage.
- **Seven News – Today Tonight** (1.056 million). Seven News – Today Tonight wins network – up 159,000 viewers on Nine News 6:30, an 18% audience advantage.
- **Winners and Losers – Episode 1** (0.501 million) delivers in all key audience demographics – 26 share in 16-39s and 25 share in 18-49s.
- **Winners and Losers – Episode 2** (0.470 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 37 share in 16-39s, 35 share in 18-49s and 33 share in 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 8% on Nine and up 11% on Ten.
- 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 19% on Ten + One + Eleven.
- 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		25-54s	
Seven News	#1	Seven News	#6
Seven News – Today Tonight	#2	Seven News – Today Tonight	#7
		The Force	#9
16-39s		18-49s	
Home and Away	#7	Seven News – Today Tonight	#6
Seven News – Today Tonight	#8	Seven News	#8
Seven News	#9	Home and Away	#10

- **Seven News** (1.094 million). Seven News wins network – up 126,000 viewers on Nine News, a 13% audience advantage.
- **Seven News – Today Tonight** (1.002 million). Seven News – Today Tonight wins network – up 13,000 viewers on Nine News 6:30, a 1% audience advantage.

Thursday

- 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 22% on Ten + One + Eleven in total viewers.
- 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 18-49s and 25-54s.
- 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		25-54s	
Seven News	#1	Seven News	#5
Seven News – Today Tonight	#2	Seven News – Today Tonight	#6
The Chase	#8	Home and Away	#9
Home and Away	#10		
16-39s		18-49s	
Home and Away	#4	Home and Away	#6
Seven News – Today Tonight	#9	Seven News	#7
Seven News	#10	Seven News – Today Tonight	#8

- **Seven News** (1.088 million). Seven News wins network – up 146,000 viewers on Nine News, a 15% audience advantage.
- **Seven News – Today Tonight** (0.994 million). Seven News – Today Tonight wins network – up 115,000 viewers on Nine News 6:30, a 13% audience advantage.

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 33% on Nine and up 87% on Ten in total viewers.
 - Seven is up 31% on Nine and up 37% on Ten in 16-39s. Seven is up 25% on Nine and up 51% on Ten in 18-49s. Seven is up 19% 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 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 30% on Nine (Nine + Go + Gem + Life) and up 90% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 20% on Nine and up 45% on Ten in 16-39s. Seven is up 19% on Nine and up 55% on Ten in 18-49s. Seven is up 17% on Nine and up 52% 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	#2
Seven News – Today Tonight	#2	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#6
The Chase	#7	The Chase	#9
16-39s		18-49s	
Seven News	#1	Seven News	#3
Seven News – Today Tonight	#3	Seven News – Today Tonight	#4
Better Homes and Gardens	#4	Better Homes and Gardens	#5
AFL on Seven	#8	AFL on Seven	#9
		The Chase	#10

- **Seven News** (1.025 million). Seven News wins network – up 141,000 viewers on Nine News, a 16% audience advantage.
- **Seven News – Today Tonight** (0.903 million). Seven News – Today Tonight wins network – up 67,000 viewers on Nine News 6:30, an 8% audience advantage.
- **Better Homes and Gardens** (0.699 million – not broadcast in Adelaide) delivers in all key audiences – 32 share in total viewers, 33 share in 16-39s, 33 share in 18-49s and 31 share in 25-54s.
- **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

- The Olympic Games dominates across the Channels of Seven.
- 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 119% on Nine and up 369% on Ten in total viewers.
 - Seven is up 160% on Nine and up 352% on Ten in 16-39s. Seven is up 128% on Nine and up 296% on Ten in 18-49s. Seven is up 111% on Nine and up 294% 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 106% on Nine (Nine + Go + Gem + Life) and up 90% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 123% on Nine and up 398% on Ten in 16-39s. Seven is up 113% on Nine and up 365% on Ten in 18-49s. Seven is up 99% on Nine and up 356% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People

Olympic Games: Opening Ceremony	#1
Seven News	#2
Olympic Games: Opening Ceremony	#3
Olympic Games: Evening	#6
Olympic Games: Late Night	#8
Olympic Games: Countdown	#9

25-54s

Olympic Games: Opening Ceremony	#1
Olympic Games: Opening Ceremony	#2
Seven News	#3
Olympic Games: Evening	#4
Olympic Games: Late Night	#6
Olympic Games: Countdown	#7
Olympians: Off the Record	#8
AFL on Seven	#10

16-39s

Olympic Games: Opening Ceremony	#1
Olympic Games: Opening Ceremony	#2
Olympic Games: Evening	#3
Seven News	#4
Olympic Games: Late Night	#5
Olympic Games: Countdown	#7
Olympians: Off the Record	#8
AFL on Seven	#9

18-49s

Olympic Games: Opening Ceremony	#1
Olympic Games: Opening Ceremony	#2
Olympic Games: Evening	#3
Seven News	#4
Olympic Games: Late Night	#5
Olympic Games: Countdown	#7
AFL on Seven	#8
Olympians: Off the Record	#9

- **The Olympic Games on Seven: Opening Ceremony** (1.608 million) dominates across Saturday morning and afternoon.
- **Seven News** (1.011 million). Seven News wins network – up 1811,000 viewers on Nine News, a 22% audience advantage.
- **The Olympic Games on Seven: Opening Ceremony Highlights** (0.945 million) dominates across primetime on Seven – 43 share in total viewer, 58 share in 16-39s, 54 share in 18-49s and 52 share in 25-54s.
- **The Olympic Games on Seven: Day 1 Evening** (0.721 million) dominates in total viewers, 16-39s, 18-49s and 25-54s – 48 share in total viewers, 52 share in 16-39s, 51 share in 18-49s and 49 share in 25-54s.

Live and As-Live Data**Week 32 Primetime Shares**

ABC1:	12.7%
Seven:	19.8%
Nine:	17.7%
Ten:	12.5%
SBS1:	4.5%

ABC2:	3.6%
ABC3:	0.7%
ABC News 24:	1.3%
7TWO:	4.3%
7mate:	4.9%
7flix:	2.0%
GO!:	3.6%
Gem:	2.3%
Life:	2.3%
One:	3.1%
Eleven:	2.5%
SBS2:	0.9%
Food:	0.9%
NITV:	0.3%

Week 32 Combined Multiple Channels Primetime Shares

ABC1:	18.3%
Seven:	31.1%
Nine:	25.9%
Ten:	18.2%
SBS:	6.6%

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