

12 September 2016

## **Seven Network Ratings Report**

**Week 37: 4 September – 10 September 2016**

### **Seven wins in primetime on primary channels.**

- Seven is number 1 for 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 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.

### **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 in morning television.**

- The Morning Show leads Today Extra.

### **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.
- 7mate is number 1 for 16-39s, 18-49s and 25-54s 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 = 520,000 vs Today = 458,000
  - The Morning Show = 221,000 vs Today Extra = 169,000
- Metropolitan and Regional Combined Audiences

**Seven delivers in the most-watched programmes across Australia.**

- |                              |               |
|------------------------------|---------------|
| - Seven News                 | 1.662 million |
| - Seven News – Sunday        | 1.544 million |
| - Seven News – Saturday      | 1.517 million |
| - Seven News – Today Tonight | 1.467 million |
| - The Big Music Quiz         | 1.465 million |
| - 800 Words                  | 1.215 million |
| - Home and Away              | 1.203 million |
| - Border Security            | 1.182 million |
| - The Force                  | 1.151 million |
| - Zumbo's Just Desserts      | 1.113 million |
| - Better Homes and Gardens   | 1.073 million |
| - The Chase                  | 1.072 million |
| - Sunday Night               | 1.035 million |

Metropolitan and Regional Combined Audiences

**Seven delivers in primetime across the week.**

- The Big Music Quiz peaks at 1.093 million, delivers in all key audiences and is one of Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Sunday Night delivers in all key audience demographics and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Zumbo's Just Desserts peaks at 1.119 million, delivers in all key audience demographics and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- 800 Words peaks at 1.090 million and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Winners and Losers wins in total viewers, 16-39s, 18-49s and 25-54s.
- AFL on Seven: Thursday Night Football: The Finals dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- Better Homes and Gardens delivers in all key audiences and ranks in Friday's top ten most-watched programmes for total viewers – 26 share in total viewers.

- AFL on Seven: Friday Night Football: The Finals dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- AFL on Seven: Saturday Afternoon Football: The Finals dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- AFL on Seven: Saturday Night Football: The Finals dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

#### Primetime audience demographics for primary channels

##### 6:00pm-midnight Week 37, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	21.2%	19.6%	11.9%	11.9%	4.9%
16-39s	20.5%	20.7%	16.4%	5.0%	2.6%
18-49s	20.5%	21.4%	15.7%	5.8%	3.1%
25-54s	20.1%	21.7%	15.0%	6.7%	3.5%

#### Primetime audience demographics for digital channels

##### 6:00pm-midnight Week 37, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.5%	1.5%	1.9%	2.0%
7mate	4.7%	6.3%	6.0%	5.9%
7flix	2.2%	2.8%	2.6%	2.5%
GO!	3.5%	5.3%	4.4%	4.1%
Gem	2.4%	2.1%	2.1%	2.1%
Life	1.7%	1.8%	2.1%	2.2%
One	2.8%	2.4%	2.6%	2.9%
Eleven	2.4%	4.4%	3.9%	3.4%
ABC2	2.9%	3.7%	3.2%	3.0%
ABC3	0.6%	0.5%	0.4%	0.4%
ABC News 24	1.2%	0.7%	1.1%	1.1%
SBS2	1.5%	1.7%	1.9%	2.1%
NITV	0.1%	0.1%	0.1%	0.1%
Food	0.9%	1.5%	1.3%	1.3%

#### Primetime audience demographics for combined audiences of all channels.

##### 6:00pm-midnight Week 37, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.6%	27.1%	17.1%	16.7%	7.4%
16-39s	31.1%	29.8%	23.2%	10.0%	5.9%
18-49s	31.0%	30.0%	22.2%	10.5%	6.4%
25-54s	30.5%	30.0%	21.4%	11.2%	7.0%

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 primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers, 16-39s and 18-49s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 3% on Nine (Nine + Go + Gem + Life) and up 102% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 8% on Nine and up 47% on Ten in 16-39s. Seven is up 2% on Nine and up 58% on Ten in 18-49s. Seven is up 64% 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 scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	The Big Music Quiz	#3
The Big Music Quiz	#4	Seven News	#5
Sunday Night	#8	Sunday Night	#7
		Criminal Minds	#10
<b>16-39s</b>		<b>18-49s</b>	
The Big Music Quiz	#2	The Big Music Quiz	#3
Seven News	#7	Seven News	#6
Sunday Night	#8	Sunday Night	#8

- **Seven News** (1.004 million).
- **The Big Music Quiz** (0.930 million) peaks at 1.093 million, delivers in all key audiences and is one of Sunday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 28 share in total viewers, 29 share in 16-39s, 29 share in 18-49s and 29 share in 25-54s.
- **Sunday Night** (0.628 million) delivers in all key audience demographics and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

### Monday

- 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. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#7
Seven News – Today Tonight	#2	Seven News – Today Tonight	#8
<b>16-39s</b>		<b>18-49s</b>	
Seven News – Today Tonight	#6	Seven News – Today Tonight	#8
Zumbo's Just Desserts	#8	Seven News	#9
Seven News	#10	Zumbo's Just Desserts	#10

- **Seven News** (1.171 million). Seven News wins network – up 112,000 viewers on Nine News, an 11% audience advantage.
- **Seven News – Today Tonight** (1.095 million). Seven News – Today Tonight wins network – up 27,000 viewers on Nine News 6:30, a 3% audience advantage.
- **Home and Away** (0.764 million) delivers in all key audience demographics – 28 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.

## Tuesday

- 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 9% on Nine + Go + Gem + Life and up 69% 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 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#2	Zumbo's Just Desserts	#7
Home and Away	#9	Seven News – Today Tonight	#8
Zumbo's Just Desserts	#10	800 Words	#10
<b>16-39s</b>		<b>18-49s</b>	
Zumbo's Just Desserts	#4	Zumbo's Just Desserts	#4
Home and Away	#6	Home and Away	#6
800 Words	#7	Seven News	#7
Seven News – Today Tonight	#8	800 Words	#8
Seven News	#9	Seven News – Today Tonight	#10

- **Seven News** (1.123 million). Seven News wins network – up 126,000 viewers on Nine News, a 13% audience advantage.
- **Seven News – Today Tonight** (1.052 million). Seven News – Today Tonight wins network – up 69,000 viewers on Nine News 6:30, a 7% audience advantage.
- **Home and Away** (0.796 million) delivers in audience key audience demographics and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 30 share in 16-39s, 28 share in 18-49s and 26 share in 25-54s.

- **Zumbo's Just Desserts** (0.794 million) peaks at 1.119 million, delivers in all key audience demographics and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in 16-39s and 27 share in 18-49s.
- **800 Words** (0.793 million) peaks at 1.090 million and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 29 share in total viewers, 27 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.
- **Winners and Losers** (0.463 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 38 share in 16-39s, 37 share in 18-49s and 34 share in 25-54s.

### Wednesday

- Seven wins in news.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News – Today Tonight	#5
Seven News – Today Tonight	#3	Seven News	#6
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#6	Home and Away	#6
Seven News – Today Tonight	#7	Seven News – Today Tonight	#8
Seven News	#8	Seven News	#10

- **Seven News** (1.025 million). Seven News wins network – up 106,000 viewers on Nine News, a 12% audience advantage.
- **Seven News – Today Tonight** (0.968 million). Seven News – Today Tonight wins network – up 24,000 viewers on Nine News 6:30, a 3% audience advantage.

### Thursday

- 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 49% on Nine and up 48% on Ten in total viewers.
  - Seven is up 85% on Nine and up 3% on Ten in 16-39s. Seven is up 59% on Nine and up 8% on Ten in 18-49s. Seven is up 42% on Nine and up 12% 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 59% on Nine (Nine + Go + Gem + Life) and up 63% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 61% on Nine and up 16% on Ten in 16-39s. Seven is up 50% on Nine and up 19% on Ten in 18-49s. Seven is up 39% on Nine and up 25% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- AFL on Seven: The Finals dominates across Seven and 7mate. The Paralympic Games on 7TWO reaches 1 million Australians.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	AFL on Seven	#5
Seven News – Today Tonight	#4	Seven News	#9
AFL on Seven	#8	Seven News – Today Tonight	#10
The Chase	#10		
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven	#2	AFL on Seven	#3
AFL on Seven	#6	Seven News – Today Tonight	#9
Home and Away	#8	AFL on Seven	#10
Seven News	#10		

- **Seven News** (0.954 million). Seven News wins network – up 44,000 viewers on Nine News, a 5% audience advantage.
- **AFL on Seven: Thursday Night Football: The Finals** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

## 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 50% on Nine and up 184% on Ten in total viewers.
  - Seven is up 64% on Nine and up 189% on Ten in 16-39s. Seven is up 49% on Nine and up 171% on Ten in 18-49s. Seven is up 41% on Nine and up 144% 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 1 for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 58% on Nine (Nine + Go + Gem + Life) and up 185% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 68% on Nine and up 176% on Ten in 16-39s. Seven is up 57% on Nine and up 176% on Ten in 18-49s. Seven is up 50% on Nine and up 157% 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.
- AFL on Seven: The Finals dominates across Seven and 7mate. The Paralympic Games on 7TWO reaches 1.2 million Australians.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	AFL on Seven	#1
Seven News – Today Tonight	#2	Seven News – Today Tonight	#3
AFL on Seven	#5	Seven News	#5
The Chase	#8	AFL on Seven	#10
Better Homes and Gardens	#9		
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven	#1	AFL on Seven	#1
Seven News – Today Tonight	#3	Seven News – Today Tonight	#3
Seven News	#4	Seven News	#4
AFL on Seven	#6	AFL on Seven	#7
Better Homes and Gardens	#9	AFL on Seven	#10

- **Seven News** (1.037 million). Seven News wins network – up 191,000 viewers on Nine News, a 23% audience advantage.
- **Seven News – Today Tonight** (0.975 million). Seven News – Today Tonight wins network – up 126,000 viewers on Nine News 6:30, a 15% audience advantage.
- **Better Homes and Gardens** (0.626 million – not broadcast in Adelaide) delivers in all key audiences and ranks in Friday's top ten most-watched programmes for total viewers – 26 share in total viewers.
- **AFL on Seven: Friday Night Football: The Finals** 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 primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 40% on Nine and up 337% on Ten in total viewers.
  - Seven is up 32% on Nine and up 200% on Ten in 16-39s. Seven is up 32% on Nine and up 175% on Ten in 18-49s. Seven is up 29% on Nine and up 229% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for total viewers and 25-54s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 29% on Nine (Nine + Go + Gem + Life) and up 240% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 16% on Nine and up 176% on Ten in 16-39s. Seven is up 19% on Nine and up 175% on Ten in 18-49s. Seven is up 21% on Nine and up 171% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.

- AFL on Seven: The Finals dominates across Seven and 7mate. The Paralympic Games on 7TWO reaches 1.3 million Australians.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
AFL on Seven	#2	AFL on Seven	#2
AFL on Seven	#4	AFL on Seven	#3
AFL on Seven	#5	AFL on Seven	#4
AFL on Seven	#8	AFL on Seven	#7
16-39s		18-49s	
AFL on Seven	#1	Seven News	#1
Seven News	#2	AFL on Seven	#2
AFL on Seven	#3	AFL on Seven	#3
AFL on Seven	#4	AFL on Seven	#4
AFL on Seven	#6	AFL on Seven	#7
AFL on Seven	#10	AFL on Seven	#10

- **AFL on Seven: Saturday Afternoon Football: The Finals** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (1.046 million). Seven News wins network.
- **AFL on Seven: Saturday Night Football: The Finals** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

**Live and As-Live Data****Week 37 Primetime Shares**

ABC1:	11.9%
Seven:	21.2%
Nine:	19.6%
Ten:	11.9%
SBS1:	4.9%

ABC2:	2.9%
ABC3:	0.6%
ABC News 24:	1.2%
7TWO:	3.5%
7mate:	4.7%
7flix:	2.2%
GO!:	3.5%
Gem:	2.4%
Life:	1.7%
One:	2.8%
Eleven:	2.4%
SBS2:	1.5%
Food:	0.9%
NITV:	0.1%

**Week 37 Combined Multiple Channels Primetime Shares**

ABC1:	16.7%
Seven:	31.6%
Nine:	27.1%
Ten:	17.1%
SBS:	7.4%

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