

19 September 2016

Seven Network Ratings Report

Week 38: 11 September – 17 September 2016



Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combines to win primetime in total viewers on the combined audiences of all multiple channels.

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 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 = 534,000 vs Today = 462,000
 - The Morning Show = 247,000 vs Today Extra = 158,000
- Metropolitan and Regional Combined Audiences

Seven delivers in the most-watched programmes across Australia.

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|------------------------------|---------------|
| - Seven News | 1.712 million |
| - Seven News – Sunday | 1.696 million |
| - Seven News – Today Tonight | 1.517 million |
| - The Big Music Quiz | 1.307 million |
| - Sunday Night | 1.243 million |
| - Home and Away | 1.203 million |
| - The Chase | 1.102 million |
| - Better Homes and Gardens | 1.075 million |
| - 800 Words | 1.068 million |
| - Zumbo's Just Desserts | 1.054 million |
| - AFL on Seven | 1.050 million |
| - Border Security | 1.037 million |

Metropolitan and Regional Combined Audiences

Primetime audience demographics for primary channels

6:00pm-midnight Week 38, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	19.9%	20.6%	12.8%	11.9%	4.2%
16-39s	17.8%	20.8%	19.0%	4.8%	1.8%
18-49s	18.0%	21.9%	17.6%	5.5%	2.4%
25-54s	18.4%	22.0%	16.2%	6.5%	2.9%

Primetime audience demographics for digital channels

6:00pm-midnight Week 38, 2016				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.0%	2.1%	2.1%	2.1%
7mate	4.6%	5.9%	5.9%	5.7%
7flix	2.0%	2.5%	2.4%	2.5%
GO!	3.7%	5.2%	4.7%	4.5%
Gem	2.6%	2.0%	2.1%	2.2%
Life	1.8%	2.0%	2.2%	2.2%
One	2.9%	2.4%	2.8%	3.1%
Eleven	2.9%	5.2%	4.5%	4.1%
ABC2	3.2%	3.6%	3.3%	3.2%
ABC3	0.6%	0.5%	0.4%	0.4%
ABC News 24	1.3%	0.9%	1.2%	1.2%
SBS2	0.9%	1.4%	1.3%	1.3%
NITV	0.2%	0.3%	0.2%	0.1%
Food	1.0%	1.6%	1.4%	1.4%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 38, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.5%	28.7%	18.5%	17.0%	6.3%
16-39s	28.3%	30.1%	26.7%	9.8%	5.1%
18-49s	28.5%	30.8%	24.9%	10.4%	5.3%
25-54s	28.7%	30.9%	23.4%	11.3%	5.7%

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 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	#2	Seven News	#3
Sunday Night	#4	The Big Music Quiz	#5
The Big Music Quiz	#5	Sunday Night	#7
		Criminal Minds	#10
16-39s		18-49s	
The Big Music Quiz	#4	The Big Music Quiz	#5
Sunday Night	#5	Seven News	#6
Seven News	#7	Sunday Night	#7

- **Seven News** (1.110 million).
- **The Big Music Quiz** (0.843 million) peaks at 1.38 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 – 25 share in total viewers, 26 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s..
- **Sunday Night** (0.852 million) wins its timeslot, peaks at 1.172 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 – 26 share in total viewers, 25 share in 16-39s and 26 share in 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 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	#6
Seven News – Today Tonight	#2	Seven News – Today Tonight	#9
		Zumbo's Just Desserts	#10
16-39s		18-49s	
Seven News	#5	Seven News	#5
Zumbo's Just Desserts	#7	Zumbo's Just Desserts	#7
Winners and Losers	#8	Winners and Losers	#9
Seven News – Today Tonight	#9		

- **Seven News** (1.179 million). Seven News wins network – up 116,000 viewers on Nine News, an 11% audience advantage.
- **Seven News – Today Tonight** (1.089 million). Seven News – Today Tonight wins network – up 56,000 viewers on Nine News 6:30, a 5% audience advantage.
- **Home and Away** (0.741 million) delivers in all key audience demographics – 27 share in 16-39s and 25 share in 18-49s.
- **Zumbo's Just Desserts** (0.681 million) ranks in Monday's top ten most-watched programmes for total 16-39s, 18-49s and 25-54s.
- **Winners and Losers** (Episode 1 = 0.552 million and Episode 2 = 0.582 million) delivers in all key audience demographics with Episode 2 winning in total viewers, 16-39s, 18-49s and 25-54s.

Tuesday

- 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 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	#6
Seven News – Today Tonight	#2	Seven News – Today Tonight	#7
Home and Away	#9	Zumbo's Just Desserts	#9
16-39s		18-49s	
Home and Away	#8	Seven News – Today Tonight	#8
Seven News – Today Tonight	#9	Seven News	#9
Zumbo's Just Desserts	#10	Zumbo's Just Desserts	#10

- **Seven News** (1.180 million). Seven News wins network – up 132,000 viewers on Nine News, a 13% audience advantage.
- **Seven News – Today Tonight** (1.129 million). Seven News – Today Tonight wins network – up 56,000 viewers on Nine News 6:30, a 5% audience advantage.
- **Home and Away** (0.751 million) delivers in all key audience demographics – 28 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.
- **Zumbo's Just Desserts** (0.681 million) ranks in Tuesday's top ten most-watched programmes for total 16-39s, 18-49s and 25-54s.

Wednesday

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

16-39s		18-49s	
Seven News – Today Tonight	#5	Seven News – Today Tonight	#6
Home and Away	#7	Seven News	#7
Seven News	#8	Home and Away	#10
- **Seven News** (1.069 million). Seven News wins network – up 142,000 viewers on Nine News, a 15% audience advantage.
- **Seven News – Today Tonight** (1.015 million). Seven News – Today Tonight wins network – up 91,000 viewers on Nine News 6:30, a 10% audience advantage.

Thursday

- 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 wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#6

16-39s		18-49s	
Seven News – Today Tonight	#5	Seven News – Today Tonight	#5
Home and Away	#7	Seven News	#8
Seven News	#8		
- **Seven News** (1.110 million). Seven News wins network – up 199,000 viewers on Nine News, a 22% audience advantage.
- **Seven News – Today Tonight** (1.027 million). Seven News – Today Tonight wins network – up 133,000 viewers on Nine News 6:30, a 15% audience advantage.

Friday

- Seven wins in news.
- AFL on Seven: The Finals 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 36% on Nine and up 197% on Ten in total viewers.
 - Seven is up 49% on Nine and up 165% on Ten in 16-39s. Seven is up 34% on Nine and up 158% on Ten in 18-49s. Seven is up 27% on Nine and up 156% 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 39% on Nine (Nine + Go + Gem + Life) and up 151% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 36% on Nine and up 142% on Ten in 16-39s. Seven is up 36% on Nine and up 136% on Ten in 18-49s. Seven is up 33% on Nine and up 122% 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		25-54s	
Seven News	#1	AFL on Seven	#2
Seven News – Today Tonight	#2	AFL on Seven	#4
AFL on Seven	#6	Seven News	#6
Better Homes and Gardens	#8	Seven News – Today Tonight	#8
AFL on Seven	#9	AFL on Seven	#9
16-39s		18-49s	
AFL on Seven	#2	AFL on Seven	#2
AFL on Seven	#4	AFL on Seven	#3
AFL on Seven	#5	AFL on Seven	#6
Better Homes and Gardens	#8	Seven News	#9
Seven News	#9	Seven News – Today Tonight	#10
Seven News – Today Tonight	#10		

- **Seven News** (0.924 million). Seven News wins network – up 53,000 viewers on Nine News, a 6% audience advantage.
- **Seven News – Today Tonight** (0.889 million). Seven News – Today Tonight wins network – up 75,000 viewers on Nine News 6:30, a 9% audience advantage.

- **Better Homes and Gardens** (0.663 million – not broadcast in Adelaide) delivers in all key audiences and ranks in Friday's top ten most-watched programmes for total viewers – 29 share in total viewers, 31 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.
- **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.
- AFL on Seven: The Finals 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 36% on Nine and up 353% on Ten in total viewers.
 - Seven is up 15% on Nine and up 198% on Ten in 16-39s. Seven is up 19% on Nine and up 266% on Ten in 18-49s. Seven is up 24% on Nine and up 300% 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 24% on Nine (Nine + Go + Gem + Life) and up 226% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 7% on Nine and up 149% on Ten in 16-39s. Seven is up 9% on Nine and up 182% on Ten in 18-49s. Seven is up 12% on Nine and up 188% 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		25-54s	
Seven News	#1	AFL on Seven	#1
AFL on Seven	#3	Seven News	#3
AFL on Seven	#5	AFL on Seven	#4
AFL on Seven	#7	AFL on Seven	#6
16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#1
AFL on Seven	#2	AFL on Seven	#3
Seven News	#4	Seven News	#4
AFL on Seven	#7	AFL on Seven	#7

- **Seven News** (0.820 million). Seven News wins network – up 13,000 viewers on Nine News, a 2% audience advantage.
- **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 38 Primetime Shares**

ABC1:	11.9%
Seven:	19.9%
Nine:	20.6%
Ten:	12.8%
SBS1:	4.2%

ABC2:	3.2%
ABC3:	0.6%
ABC News 24:	1.3%
7TWO:	3.0%
7mate:	4.6%
7flix:	2.0%
GO!:	3.7%
Gem:	2.6%
Life:	1.8%
One:	2.9%
Eleven:	2.9%
SBS2:	0.9%
Food:	1.0%
NITV:	0.2%

Week 38 Combined Multiple Channels Primetime Shares

ABC1:	17.0%
Seven:	29.5%
Nine:	28.7%
Ten:	18.5%
SBS:	6.3%

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