

3 October 2016

Seven Network Ratings Report

Week 40: 25 September – 1 October 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.

AFL on Seven Dominates Television.

- The Brownlow Medal dominates in total viewers, 16-39s, 18-49s and 25-54s.
- The AFL Grand Final peaks at 5.160 million with one in four Australians watching all part of Seven's coverage.

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 wins in breakfast television and morning television across Australia.

- Sunrise = 507,000 vs Today = 466,000
- The Morning Show = 265,000 vs Today Extra = 215,000

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 for 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 delivers in the most-watched programmes across Australia.

-	AFL on Seven: Grand Final – Presentations	4.110 million
-	AFL on Seven: Grand Final – Match	4.090 million
-	AFL on Seven: Grand Final – Post-Match	3.048 million
-	AFL on Seven: Grand Final – On the Ground	2.831 million
-	Seven News – Saturday	2.299 million
-	Seven News – Sunday	1.794 million
-	Seven News	1.679 million
-	Seven News – Today Tonight	1.539 million
-	AFL on Seven: Grand Final – Entertainment	1.490 million
-	The Big Music Quiz	1.254 million
-	Better Homes and Gardens	1.228 million
-	Home and Away	1.222 million
-	Zumbo's Just Desserts	1.183 million
-	800 Words	1.158 million
-	AFL on Seven: The Brownlow Medal	1.137 million
-	Sunday Night	1.075 million
-	The Chase	1.074 million
-	Border Security	1.065 million
	Metropolitan and Regional Combined Audiences	

Primetime audience demographics for primary channels

6:00pm-midnight Week 40, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	21.3%	19.1%	12.3%	12.0%	4.7%
16-39s	21.4%	19.6%	16.8%	5.5%	3.0%
18-49s	21.1%	20.2%	16.3%	6.0%	3.2%
25-54s	20.7%	20.5%	15.3%	6.8%	3.6%

Primetime audience demographics for digital channels

6:00pm-midnight Week 40, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.6%	1.0%	1.3%	1.5%
7mate	3.8%	5.1%	4.9%	4.8%
7flix	2.5%	3.4%	3.2%	2.9%
GO!	3.6%	5.0%	4.6%	4.5%
Gem	2.4%	1.8%	2.0%	2.1%
Life	2.0%	2.3%	2.6%	2.8%
One	3.2%	2.7%	2.9%	3.2%
Eleven	2.4%	4.0%	3.5%	3.2%
ABC2	3.2%	3.8%	3.5%	3.4%
ABC3	0.6%	0.4%	0.4%	0.4%
ABC News 24	1.4%	1.0%	1.5%	1.6%
SBS2	0.8%	1.4%	1.2%	1.2%
NITV	0.2%	0.2%	0.2%	0.1%
Food	0.9%	1.6%	1.4%	1.4%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 40, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	31.2%	27.1%	17.9%	17.3%	6.5%
16-39s	30.9%	28.7%	23.5%	10.6%	6.3%
18-49s	30.5%	29.5%	22.7%	11.4%	6.0%
25-54s	30.0%	29.9%	21.7%	12.1%	6.9%

FTA Channels and Total TV

Copyright Oztam Data: Consolidated (Live + As Live + TSV) and Overnight (Live + As Live).

AFL on Seven Dominates Television.

- Seven's coverage of the 2016 AFL Grand Final delivers the highest television ratings for the match in a decade with a combined metropolitan and regional average of 4.089 million in-home viewers up 16 per cent on last year, peaking at 5.160 million viewers.
- The audience in metropolitan markets is the highest since 2006, averaging 3.039 million in-home viewers and peaking at 3.743 million, and a dominant share of 91.2 per cent.
- Across Grand Final day, Seven's coverage reaches over 6.5 million combined in-home viewers, and 4.8 million in metropolitan areas.

COMBINED (METRO + REGIONAL)	COMBINED	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: SYDNEY V WESTERN BULLDOGS	4,089,000	5,160,000

METRO	METRO	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: SYDNEY V WESTERN BULLDOGS	3,039,000	3,743,000

COMBINED (METRO + REGIONAL)	COMBINED	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: GAME DAY	466,000	715,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	683,000	992,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	1,490,000	2,631,000
SEVEN'S AFL: GRAND FINAL: ON THE GROUND	2,831,000	3,265,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	4,110,000	4,733,000
SEVEN'S AFL: GRAND FINAL: POST MATCH	1,126,000	4,039,000

METRO	METRO	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: GAME DAY	300,000	440,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	484,000	679,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	1,094,000	1,940,000
SEVEN'S AFL: GRAND FINAL: ON THE GROUND	2,132,000	2,435,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	3,120,000	3,500,000
SEVEN'S AFL: GRAND FINAL: POST MATCH	856,000	3,022,000

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
The Big Music Quiz	#5	The Big Music Quiz	#5
Sunday Night	#7	Sunday Night	#7
		Criminal Minds	#9
16-39s		18-49s	
Seven News	#2	Seven News	#3
The Big Music Quiz	#4	The Big Music Quiz	#5
Sunday Night	#7	Sunday Night	#7
Criminal Minds	#9	Criminal Minds	#9

- **Seven News** (1.229 million). Seven News wins network – up 169,000 viewers on Nine News, a 16% audience advantage.
- **The Big Music Quiz** (0.842 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s and delivers in all key audience demographics – 25 share in total viewers, 26 share in 16-39s, 27 share in 18-49s and 28 share in 25-54s.
- **Sunday Night** (0.693 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Criminal Minds** (0.447 million) ranks in Sunday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s and delivers in all key audiences – 29 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.

Monday

- 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 71% on Nine and up 127% on Ten in total viewers.
 - Seven is up 125% on Nine and up 87% on Ten in 16-39s. Seven is up 82% on Nine and up 80% on Ten in 18-49s. Seven is up 62% on Nine and up 79% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 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 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 65% on Nine (Nine + Go + Gem + Life) and up 120% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 78% on Nine and up 77% on Ten in 16-39s. Seven is up 54% on Nine and up 72% on Ten in 18-49s. Seven is up 43% on Nine and up 69% on Ten in 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	The Brownlow Medal	#2
Seven News – Today Tonight	#4	Seven News	#3
The Brownlow Medal	#6	Seven News – Today Tonight	#10
The Chase	#9		
16-39s		18-49s	
The Brownlow Medal	#1	The Brownlow Medal	#1
The Brownlow Medal – Carpet	#6	Seven News	#6
Seven News	#7	Seven News – Today Tonight	#10
Seven News – Today Tonight	#8		

- **Seven News** (1.189 million). Seven News wins network – up 194,000 viewers on Nine News, a 19% audience advantage.
- **AFL on Seven: The Brownlow Medal** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

Tuesday

- 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 + 7TWO + 7mate + 7flix is up 6% on Nine + Go + Gem + Life and up 46% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 18-49s and 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	#5
Home and Away	#8	Zumbo's Just Desserts	#7
Zumbo's Just Desserts	#9		
The Chase	#10		
16-39s		18-49s	
Seven News – Today Tonight	#5	Seven News – Today Tonight	#5
Zumbo's Just Desserts	#6	Seven News	#6
Seven News	#7	Zumbo's Just Desserts	#7
Home and Away	#8	Home and Away	#9

- **Seven News** (1.179 million). Seven News wins network – up 197,000 viewers on Nine News, a 20% audience advantage.
- **Seven News – Today Tonight** (1.167 million). Seven News – Today Tonight wins network – up 168,000 viewers on Nine News 6:30, a 17% audience advantage.

- **Home and Away** (0.774 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for total viewers, 18-49s and 25-54s – 27 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.
- **Zumbo's Just Desserts** (0.762 million) ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **800 Words** (0.695 million) delivers in all key audience demographics – 27 share in total viewers and 26 share in 25-54s.

Wednesday

Overall numbers impacted by power blackouts in Adelaide

- 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 + 7TWO + 7mate + 7flix is up 4% on Nine + Go + Gem + Life and 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.
- 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 – Today Tonight #10
Seven News – Today Tonight	#2	
16-39s		18-49s
Seven News – Today Tonight	#6	Seven News – Today Tonight #7
Home and Away	#8	Seven News #10
Seven News	#9	
Border Security	#10	
- **Seven News** (0.968 million). Seven News wins network – up 136,000 viewers on Nine News, a 16% audience advantage.
- **Seven News – Today Tonight** (0.954 million). Seven News – Today Tonight wins network – up 92,000 viewers on Nine News 6:30, an 11% 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 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 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
Home and Away	#8	Home and Away	#10
16-39s		18-49s	
Seven News – Today Tonight	#4	Seven News	#5
Seven News	#5	Seven News – Today Tonight	#6
Home and Away	#7	Home and Away	#9

- **Seven News** (1.068 million). Seven News wins network – up 55,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (1.019 million). Seven News – Today Tonight wins network – up 25,000 viewers on Nine News 6:30, a 3% 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 42% on Nine and up 80% on Ten in total viewers.
 - Seven is up 35% on Nine and up 46% on Ten in 16-39s. Seven is up 30% on Nine and up 34% on Ten in 18-49s. Seven is up 24% on Nine and up 30% on Ten in 25-54s.
- 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 19% on Nine (Nine + Go + Gem + Life) and up 75% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 5% on Nine and up 42% on Ten in 16-39s. Seven ties with Nine and is up 43% on Ten in 18-49s. Seven is up 37% on Ten in 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	#3
Seven News – Today Tonight	#3	Seven News – Today Tonight	#5
Better Homes and Gardens	#6	Better Homes and Gardens	#6
The Chase	#8		
16-39s		18-49s	
Seven News – Today Tonight	#2	Seven News	#3
Seven News	#3	Seven News – Today Tonight	#7
Better Homes and Gardens	#6	Better Homes and Gardens	#8
The Chase	#9		

- **Seven News** (1.009 million). Seven News wins network – up 77,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (0.903 million). Seven News – Today Tonight ties with Nine News 6:30.
- **Better Homes and Gardens** (0.743 million) wins its timeslot, delivers in all key audiences and ranks in Friday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 30 share in total viewers, 31 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.

Saturday

- Seven wins in news.
- AFL on Seven: The AFL Grand Final dominates television.
 - Seven's coverage of the 2016 AFL Grand Final Sydney v Western Bulldogs delivers the highest television ratings for the match in a decade with a combined metropolitan and regional average of 4.089 million in-home viewers, up 16 per cent on last year, peaking at 5.160 million viewers.
 - The audience in metropolitan markets is the highest since 2006, averaging 3.039 million in-home viewers and peaking at 3.743 million, and a dominant share of 91.2 per cent. Across Grand Final day, Seven's coverage reaches over 6.5 million combined in-home viewers, and 4.8 million in metropolitan markets.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 95% on Nine and up 277% on Ten in total viewers.
 - Seven is up 132% on Nine and up 263% on Ten in 16-39s. Seven is up 126% on Nine and up 258% on Ten in 18-49s. Seven is up 102% on Nine and up 251% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 18-49s and 25-54s.
 - 7flix is the most-watched digital channel for 16-39s.
- 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 67% on Nine (Nine + Go + Gem + Life) and up 175% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 108% on Nine and up 202% on Ten in 16-39s. Seven is up 82% on Nine and up 187% on Ten in 18-49s. Seven is up 66% on Nine and up 167% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
AFL Grand Final: Presentations	#1	AFL Grand Final: Presentations	#1
AFL Grand Final:	#2	AFL Grand Final: Match	#2
AFL Grand Final: Post-Match	#3	AFL Grand Final: Post-Match	#3
AFL Grand Final: On the Ground	#4	AFL Grand Final: On the Ground	#4
Seven News	#5	Seven News	#5
AFL Grand Final: Entertainment	#6	AFL Grand Final: Entertainment	#6
The Big Music Quiz	#7	The Big Music Quiz	#7
Grown Ups 2	#10	Grown Ups 2	#8
		AFL Grand Final: Preview	#10
16-39s		18-49s	
AFL Grand Final: Presentations	#1	AFL Grand Final: Presentations	#1
AFL Grand Final: Match	#2	AFL Grand Final: Match	#2
AFL Grand Final: Post-Match	#3	AFL Grand Final: Post-Match	#3
AFL Grand Final: On the Ground	#4	AFL Grand Final: On the Ground	#4
Seven News	#5	Seven News	#5
AFL Grand Final: Entertainment	#6	AFL Grand Final: Pre-Match	#6
The Big Music Quiz	#7	The Big Music Quiz	#7
Grown Ups 2	#8	Grown Ups 2	#8
AFL Grand Final: Preview	#9	AFL Grand Final: Preview	#10

- Seven News** (1.639 million). Seven News wins network – up 913,000 viewers on Nine News, a 127% audience advantage.
- The Big Music Quiz** (0.887 million) dominates in total viewers, 16-39s, 18-49s and 25-54s and ranks in Saturday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 39 share in total viewers, 54 share in 16-39s, 52 share in 18-49s and 51 share in 25-54s.
- Saturday Night At The Movies: Grown Ups 2** (0.578 million) wins in total viewers, 16-39s, 18-49s and 25-54s and ranks in Saturday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 35 share in total viewers, 50 share in 16-39s, 48 share in 18-49s and 45 share in 25-54s.

Live and As-Live Data**Week 40 Primetime Shares**

ABC1:	12.0%
Seven:	21.3%
Nine:	19.1%
Ten:	12.3%
SBS1:	4.7%

ABC2:	3.2%
ABC3:	0.6%
ABC News 24:	1.4%
7TWO:	3.6%
7mate:	3.8%
7flix:	2.5%
GO!:	3.6%
Gem:	2.4%
Life:	2.0%
One:	3.2%
Eleven:	2.4%
SBS2:	0.8%
Food:	0.9%
NITV:	0.2%

Week 40 Combined Multiple Channels Primetime Shares

ABC1:	17.3%
Seven:	31.2%
Nine:	27.1%
Ten:	17.9%
SBS:	6.5%

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