

10 October 2016

Seven Network Ratings Report

Week 41: 2 October – 8 October 2016

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 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 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 delivers in the most-watched programmes across Australia.

- | | |
|------------------------------|---------------|
| - Seven News | 1.566 million |
| - Seven News – Today Tonight | 1.464 million |
| - The Secret Daughter | 1.442 million |
| - Seven News – Sunday | 1.434 million |
| - The X Factor – Tuesday | 1.363 million |
| - The X Factor – Monday | 1.363 million |
| - 800 Words | 1.349 million |



- Better Homes and Gardens 1.269 million
- The X Factor – Wednesday 1.268 million
- 800 Words – Episode 2 1.221 million
- Home and Away 1.214 million
- Martin Clunes: Islands of Australia 1.179 million
- Seven News – Saturday 1.167 million
- Make You Laugh Out Loud 1.091 million
- The Chase 1.022 million

Metropolitan and Regional Combined Audiences

Seven wins in breakfast television and morning television across Australia.

- Sunrise = 494,000 vs Today = 438,000
- The Morning Show = 250,000 vs Today Extra = 195,000

Metropolitan and Regional Combined Audiences

Primetime audience demographics for primary channels

6:00pm-midnight Week 41, 2016

| Audience shares | Seven | Nine | Ten | ABC | SBS |
|-----------------|-------|-------|-------|-------|------|
| All People | 18.5% | 22.3% | 12.1% | 11.8% | 4.8% |
| 16-39s | 16.1% | 24.9% | 16.6% | 4.8% | 2.1% |
| 18-49s | 16.5% | 24.7% | 16.2% | 5.9% | 2.7% |
| 25-54s | 17.1% | 24.8% | 15.4% | 6.6% | 3.2% |

Primetime audience demographics for digital channels

6:00pm-midnight Week 41, 2016

| Audience shares | Total | 16-39s | 18-49s | 25-54s |
|-----------------|-------|--------|--------|--------|
| 7TWO | 3.6% | 1.0% | 1.2% | 1.4% |
| 7mate | 3.4% | 4.7% | 4.7% | 4.4% |
| 7flix | 2.1% | 3.3% | 2.9% | 2.5% |
| GO! | 4.1% | 6.0% | 5.3% | 4.8% |
| Gem | 2.3% | 1.9% | 2.2% | 2.2% |
| Life | 1.7% | 1.7% | 2.0% | 2.2% |
| One | 3.0% | 2.9% | 3.0% | 3.2% |
| Eleven | 2.8% | 5.5% | 4.3% | 3.8% |
| ABC2 | 3.3% | 4.2% | 3.7% | 3.5% |
| ABC3 | 0.6% | 0.5% | 0.4% | 0.4% |
| ABC News 24 | 1.3% | 0.9% | 1.2% | 1.3% |
| SBS2 | 1.0% | 1.2% | 1.2% | 1.2% |
| NITV | 0.2% | 0.1% | 0.1% | 0.1% |
| Food | 1.1% | 1.8% | 1.7% | 1.7% |

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 41, 2016

| Audience shares | Seven | Nine | Ten | ABC | SBS |
|-----------------|-------|-------|-------|-------|------|
| All People | 27.6% | 30.5% | 17.9% | 17.0% | 7.0% |
| 16-39s | 25.1% | 34.5% | 25.0% | 10.4% | 5.2% |
| 18-49s | 25.2% | 34.2% | 23.6% | 11.2% | 5.8% |
| 25-54s | 25.4% | 34.1% | 22.4% | 11.8% | 6.3% |

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 breakfast television. Weekend Sunrise leads Weekend Today.
- Seven scores in the most-watched programmes:

| All People | | 25-54s | |
|--------------------|----|--------------------|----|
| Seven News | #5 | Seven News | #5 |
| The Big Music Quiz | #8 | The Big Music Quiz | #6 |
| Sunday Night | #9 | Forrest Gump | #8 |
| 16-39s | | 18-49s | |
| The Big Music Quiz | #5 | Seven News | #5 |
| Seven News | #6 | The Big Music Quiz | #6 |
| Forrest Gump | #9 | Forrest Gump | #9 |

Monday

- 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 leads Nine + Go + Gem + Life and is up 59% 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 at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

| All People | | 25-54s | |
|----------------------------|-----|----------------------------|-----|
| Seven News | #1 | The Secret Daughter | #6 |
| Seven News – Today Tonight | #2 | The X Factor | #8 |
| The X Factor | #6 | Seven News | #9 |
| The Secret Daughter | #7 | Seven News – Today Tonight | #10 |
| 16-39s | | 18-49s | |
| The Secret Daughter | #6 | The X Factor | #5 |
| The X Factor | #8 | The Secret Daughter | #6 |
| Seven News – Today Tonight | #10 | Seven News | #10 |

- **Seven News** (1.178 million). Seven News wins network – up 56,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (1.134 million). Seven News – Today Tonight wins network – up 62,000 viewers on Nine News 6:30, a 6% audience advantage.
- **Home and Away** (0.725 million) delivers in all key audience demographics and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 29 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.
- **The X Factor** (0.904 million) peaks at 1.149 million and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers.
- **The Secret Daughter** (0.899 million) peaks at 1.093 million, wins its timeslot and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 28 share in 16-39s, 28 share in 18-49s and 31 share in 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 18-49s and 25-54s.
 - Seven is up 23% on Nine and up 61% on Ten in total viewers.
 - Seven is up 12% on Nine in 16-39s. Seven is up 7% on Nine and up 3% on Ten in 18-49s. Seven is up 10% on Nine and up 17% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 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 20% on Nine (Nine + Go + Gem + Life) and up 64% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 10% on Nine and up 8% on Ten in 16-39s. Seven is up 8% on Nine and up 11% on Ten in 18-49s. Seven is up 5% on Nine and up 18% 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 – Today Tonight | #1 | The X Factor | #3 |
| Seven News | #2 | Seven News – Today Tonight | #5 |
| The X Factor | #6 | 800 Words | #6 |
| 800 Words | #9 | 800 Words | #10 |
| 800 Words | #10 | | |
| 16-39s | | 18-49s | |
| The X Factor | #4 | The X Factor | #4 |
| Seven News – Today Tonight | #6 | Seven News – Today Tonight | #7 |
| Home and Away | #8 | 800 Words | #8 |
| 800 Words | #9 | | |
| Seven News | #10 | | |

- **Seven News** (1.047 million). Seven News wins network – up 52,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (1.082 million). Seven News – Today Tonight wins network – up 102,000 viewers on Nine News 6:30, a 10% audience advantage.
- **Home and Away** (0.725 million) delivers in all key audience demographics – 30 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.

- **The X Factor** (0.895 million) peaks at 1.155 million and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 25 share in 16-39s, 26 share in 18-49s and 27 share in 25-54s.
- **800 Words – Episode 1** (0.800 million) peaks at 1.052 million, wins its timeslot ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 30 share in total viewers, 25 share in 16-39s, 18-49s and 25-54s.
- **800 Words – Episode 2** (0.728 million) dominates in total viewers, 16-39s, 18-49s and 25-54s – 45 share in total viewers, 40 share in 16-39s, 38 share in 18-49s and 41 share in 25-54s.

Wednesday

- 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 5% on Nine + Go + Gem + Life and up 40% 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 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 | The X Factor | #3 |
| Seven News – Today Tonight | #2 | | |
| The X Factor | #7 | | |
| Home and Away | #9 | | |
| 16-39s | | 18-49s | |
| The X Factor | #4 | The X Factor | #4 |
| Home and Away | #7 | Home and Away | #9 |
| Ramsay's Hotel Hell | #10 | | |

- **Seven News** (1.046 million). Seven News wins network – up 183,000 viewers on Nine News, a 21% audience advantage.
- **Seven News – Today Tonight** (1.026 million). Seven News – Today Tonight wins network – up 133,000 viewers on Nine News 6:30, a 15% audience advantage.
- **Home and Away** (0.773 million) delivers in all key audience demographics – 26 share in total viewers, 30 share in 16-39s, 28 share in 18-49s and 26 share in 25-54s.
- **The X Factor** (0.809 million) delivers in all key audience demographics and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in 25-54s.

Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 2% on Nine and up 29% on Ten.
- 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 breakfast television.
- Seven wins in morning television.
- 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 | #9 |
| Home and Away | #9 | | |
| 16-39s | | 18-49s | |
| Home and Away | #6 | Seven News – Today Tonight | #6 |
| Seven News – Today Tonight | #7 | Seven News | #7 |
| Seven News | #8 | Home and Away | #9 |
| Make You Laugh Out Loud | #9 | | |

- **Seven News** (0.953 million). Seven News wins network – up 64,000 viewers on Nine News, a 7% audience advantage.
- **Seven News – Today Tonight** (0.921 million). Seven News – Today Tonight wins network – up 42,000 viewers on Nine News 6:30, a 5% audience advantage.

Friday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers and 25-54s.
 - Seven is up 51% on Nine and up 79% on Ten in total viewers.
 - Seven is up 41% on Nine in 16-39s. Seven is up 20% on Nine in 18-49s. Seven is up 19% on Nine and leads Ten in 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 22% on Nine (Nine + Go + Gem + Life) and up 58% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 14% on Nine and up 9% on Ten in 16-39s. Seven is up 6% on Nine and up 10% on Ten in 18-49s. Seven is up 6% on Nine and up 11% 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 | #2 |
| Seven News – Today Tonight | #2 | Better Homes and Gardens | #4 |
| Better Homes and Gardens | #3 | Seven News – Today Tonight | #5 |
| Martin Clunes | #6 | Martin Clunes | #10 |
| The Chase | #9 | | |
| 16-39s | | 18-49s | |
| Better Homes and Gardens | #1 | Better Homes and Gardens | #2 |
| Seven News – Today Tonight | #3 | Seven News | #4 |
| Seven News | #4 | Seven News – Today Tonight | #5 |

- **Seven News** (0.873 million). Seven News wins network – up 62,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (0.849 million). Seven News – Today Tonight wins network – up 127,000 viewers on Nine News 6:30, a 16% audience advantage.
- **Better Homes and Gardens** (0.814 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Friday's top ten most-watched programmes in all key audiences – 35 share in total viewers, 38 share in 16-39s, 34 share in 18-49s and 31 share in 25-54s.
- **Martin Clunes: Islands of Australia** (0.722 million) wins in total viewers and delivers in all key audiences – 36 share in total viewers, 25 share in 16-39s, 28 share in 18-49s and 29 share in 25-54s.
- **Selling Houses Australia** (0.376 million) delivers in all key audiences – 30 share in total viewers, 25 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.

Saturday

- 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 | #3 | Seven News | #2 |
| | | The X Factor | #10 |
| 16-39s | | 18-49s | |
| Seven News | #5 | Seven News | #3 |
| The X Factor | #7 | The X Factor | #8 |

Live and As-Live Data**Week 41 Primetime Shares**

| | |
|--------|-------|
| ABC1: | 11.8% |
| Seven: | 18.5% |
| Nine: | 22.3% |
| Ten: | 12.1% |
| SBS1: | 4.8% |

| | |
|--------------|------|
| ABC2: | 3.3% |
| ABC3: | 0.6% |
| ABC News 24: | 1.3% |
| 7TWO: | 3.6% |
| 7mate: | 3.4% |
| 7flix: | 2.1% |
| GO!: | 4.1% |
| Gem: | 2.3% |
| Life: | 1.7% |
| One: | 3.0% |
| Eleven: | 2.8% |
| SBS2: | 1.0% |
| Food: | 1.1% |
| NITV: | 0.2% |

Week 41 Combined Multiple Channels Primetime Shares

| | |
|--------|-------|
| ABC1: | 17.0% |
| Seven: | 27.6% |
| Nine: | 30.5% |
| Ten: | 17.9% |
| SBS: | 7.0% |

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