

9 October 2017

Seven Network Ratings Report

Week 40: 1 October – 7 October 2017



Seven is number one in 2017

Seven is number 1 in primetime in the current television year.

Seven + 7TWO + 7mate + 7flix combine to deliver Seven market leadership in total viewers across primetime on the combined audiences of all multiple channels in the current television year.

Seven News is number one at 6:00pm across the current television year.

Sunrise leads in breakfast television and The Morning Show leads in morning television across the current television year.

Seven wins in news

- Seven News leads Nine 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 breakfast television across Australia

- Sunrise = 452,000 vs Today = 389,000

Seven wins in morning television across Australia

- The Morning Show = 229,000 vs Today Extra = 189,000

Seven delivers in the most-watched programmes across Australia

- | | |
|------------------------------|---------------|
| - Seven News | 1.476 million |
| - Seven News – Today Tonight | 1.369 million |
| - Seven News – Sunday | 1.301 million |
| - Little Big Shots | 1.216 million |

-	Seven News – Saturday	1.151 million
-	Better Homes and Gardens	1.080 million
-	800 Words	1.039 million
-	Home and Away	1.038 million

Live and As-Live Data

Week 40 Primetime Shares

ABC1:	11.6%
Seven:	17.3%
Nine:	25.3%
Ten:	11.9%
SBS1:	4.9%

ABC2:	3.0%
ABC Me:	0.5%
ABC News 24:	1.5%
7TWO:	3.6%
7mate:	2.8%
7flix:	2.1%
GO!:	3.5%
Gem:	2.6%
Life:	1.7%
One:	3.2%
Eleven:	2.4%
Viceland:	1.0%
Food:	0.9%
NITV:	0.1%

Week 40 Combined Multiple Channels Primetime Shares

ABC:	16.7%
Seven:	25.8%
Nine:	33.2%
Ten:	17.4%
SBS:	6.9%

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

Primetime audience demographics for Week 40: 6:00pm-midnight

	Total People	25-54	16-39	18-49
Seven Network	25.80%	23.80%	22.70%	23.10%
Nine Network	33.20%	37.20%	38.20%	37.80%
Ten Network	17.40%	22.40%	24.00%	23.30%
ABC Network	16.70%	10.90%	10.10%	10.40%
SBS Network	6.90%	5.70%	5.00%	5.40%
Channel 7	17.30%	15.50%	14.90%	15.20%
Channel 9	25.30%	28.60%	29.10%	28.90%
Channel 10	11.90%	15.50%	17.50%	16.50%
ABC	11.60%	6.10%	4.90%	5.50%
SBS	4.90%	3.00%	2.40%	2.70%
7TWO	3.60%	1.70%	1.10%	1.50%
7mate	2.80%	3.90%	3.70%	3.70%
7flix	2.10%	2.60%	3.00%	2.70%
GO!	3.50%	4.40%	5.60%	5.00%
Gem	2.60%	2.10%	1.80%	2.00%
9Life	1.70%	2.10%	1.70%	1.90%
ONE	3.20%	3.30%	2.60%	3.10%
ELEVEN	2.40%	3.60%	3.90%	3.70%
ABC2	3.00%	3.20%	3.90%	3.40%
ABC ME	0.50%	0.30%	0.30%	0.30%
ABC NEWS	1.50%	1.30%	1.00%	1.20%
SBS VICELAND	1.00%	1.40%	1.30%	1.50%
SBS Food Network	0.90%	1.20%	1.30%	1.20%
NITV	0.10%	0.10%	0.10%	0.10%

Primetime Programming Analysis

Sunday

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#5	Seven News	#5
Little Big Shots	#6	Little Big Shots	#6
Sunday Night	#10	Sunday Night	#7
16-39s		18-49s	
Little Big Shots	#5	Little Big Shots	#5
Seven News	#6	Seven News	#6
Sunday Night	#7	Sunday Night	#7

Monday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- 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.

Tuesday

- Seven wins in news.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.

Wednesday

- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.

Thursday

- 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.

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 36% on Nine and up 43% on Ten in total viewers.
 - Seven is up 56% on Nine and up 19% on Ten in 16-39s. Seven is up 36% on Nine and up 3% on Ten in 18-49s. Seven is up 39% on Nine and up 10% 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 27% on Nine (Nine + Go + Gem + Life) and is up 51% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 45% on Nine and up 65% on Ten in 16-39s. Seven is up 33% on Nine and up 34% on Ten in 18-49s. Seven is up 30% on Nine and up 33% 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	Better Homes and Gardens	#6
Seven News – Today Tonight	#3	Seven News	#7
Better Homes and Gardens	#5	Seven News – Today Tonight	#8
The Chase	#10	Captain America	#10
16-39s		18-49s	
Captain America	#5	Seven News	#6
Better Homes and Gardens	#7	Captain America	#7
Seven News	#8	Better Homes and Gardens	#9
Seven News – Today Tonight	#9		

Saturday

- Seven wins in news.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 13% on Nine and up 179% on Ten in total viewers.
 - Seven is up 43% on Nine and up 83% on Ten in 16-39s. Seven is up 39% on Nine and up 118% on Ten in 18-49s. Seven is up 30% on Nine and up 130% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Indiana Jones	#3
Indiana Jones	#7	Seven News	#4
		Elysium	#9
16-39s		18-49s	
Indiana Jones	#2	Indiana Jones	#1
Seven News	#7	Seven News	#5
		Elysium	#7