

16 May 2016

Seven Network Ratings Report

Week 20: 8 May – 14 May 2016

Seven wins in news.

- Seven News leads Nine News.

Seven scores across the week

- Seven delivers in a week of major events, and wins primetime on combined audiences on Wednesday, Friday and Saturday.

Seven delivers in the most-watched programmes across Australia.

- Seven News – Sunday	1.814 million
- Seven News	1.699 million
- Seven News – Today Tonight	1.494 million
- House Rules – Sunday	1.335 million
- House Rules – Wednesday	1.304 million
- Home and Away	1.293 million
- Seven Year Switch	1.292 million
- Seven News – Saturday	1.265 million
- House Rules – Monday	1.195 million
- House Rules – Tuesday	1.160 million
- The Chase	1.118 million
- Better Homes and Gardens	1.063 million

Metropolitan and Regional Combined Audiences

Seven wins in primetime on digital channels.

- 7mate is number 1 for 16-39s, 18-49s and 25-54s.

Seven wins at 5:30pm.

- The Chase leads Hot Seat.



Seven delivers across the week.

- House Rules peaks at 1.111 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.
- Sunday Night ranks in Sunday's top ten programmes for 18-49s and 25-54s.
- House Rules ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules delivers in all key demographics and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Seven Year Switch dominates in total viewers, 16-39s, 18-49s and 25-54s, and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules delivers in all key audience demographics and is one of Wednesday's top two most-watched programmes for 16-39s and one of the top four most-watched programmes for 18-49s.
- AFL on Seven: Friday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- AFL on Seven: Saturday Night Football 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 20, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.2%	20.5%	13.9%	12.2%	5.8%
16-39s	17.8%	20.2%	18.4%	4.6%	4.9%
18-49s	17.5%	21.3%	17.6%	5.5%	5.4%
25-54s	18.1%	21.5%	16.9%	6.2%	5.4%

Primetime audience demographics for digital channels

6:00pm-midnight Week 20, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.2%	1.7%	2.0%	2.4%
7mate	3.7%	6.0%	5.4%	5.0%
7flix	1.3%	1.9%	1.7%	1.8%
GO!	4.3%	5.6%	5.3%	5.0%
Gem	2.3%	2.1%	1.8%	1.8%
Life	1.8%	2.1%	2.5%	2.7%
One	2.8%	2.3%	2.7%	3.1%
Eleven	2.2%	4.7%	3.8%	3.2%
ABC2	2.9%	3.6%	3.1%	2.9%
ABC3	0.7%	0.5%	0.5%	0.4%
ABC News 24	1.2%	0.7%	1.2%	1.2%
SBS2	0.8%	1.1%	1.1%	1.1%
NITV	0.2%	0.3%	0.2%	0.1%
Food	0.8%	1.6%	1.4%	1.3%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 20, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	27.4%	28.9%	19.0%	17.0%	7.7%
16-39s	27.3%	30.0%	25.4%	9.4%	7.9%
18-49s	26.6%	30.8%	24.1%	10.3%	8.1%
25-54s	27.2%	31.0%	23.2%	10.7%	7.8%

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 news.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#4
House Rules	#6	House Rules	#6
		Sunday Night	#10
16-39s		18-49s	
Seven News	#5	Seven News	#5
House Rules	#6	House Rules	#6
		Sunday Night	#10

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- **Seven News** (1.234 million). Seven News wins network – up 50,000 viewers on Nine News, a 4% audience advantage.
- **House Rules** (0.863 million):
 - peaks at 1.111 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: 25 share in 16-39s and 25 share in 18-49s.
- **Sunday Night** (0.545 million) ranks in Sunday's top ten programmes for 18-49s and 25-54s.

Monday

- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 16-39s and 18-49s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#6
Seven News – Today Tonight	#5	House Rules	#9
Home and Away	#9	Seven News – Today Tonight	#10
House Rules	#10		
16-39s		18-49s	
Home and Away	#5	Home and Away	#7
House Rules	#8	Seven News	#8
Seven News	#9	House Rules	#9

- **Home and Away** (0.851 million) ranks in Monday's top ten most-watched programmes in all key audiences – 30 share in 16-39s, 28 share in 18-49s and 26 share in 25-54s.
- **House Rules** (0.765 million) ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in 16-39s in primetime on primary channels.
- 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 16-39s, 18-49s and 25-54s.
- Seven wins in 16-39s in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for 16-39s on the combined audiences of all channels.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven Year Switch	#3
Seven News – Today Tonight	#6	Seven News	#5
Seven Year Switch	#8	Seven News – Today Tonight	#8
Home and Away	#9	House Rules	#9
		Home and Away	#10
16-39s		18-49s	
Seven Year Switch	#2	Seven Year Switch	#3
House Rules	#4	Seven News	#7
Seven News	#5	Seven News – Today Tonight	#9
Home and Away	#6	House Rules	#10

- **Seven News** (1.108 million). Seven News ties with Nine News across network.
- **Seven News – Today Tonight** (1.012 million).
- **Home and Away** (0.786 million) wins in 16-39s – 30 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.
- **House Rules** (0.729 million) delivers in all key demographics and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- **Seven Year Switch** (0.849 million):
 - dominates in total viewers, 16-39s, 18-49s and 25-54s
 - one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s: 29 share in total viewers, 46 share in 16-39s, 39 share in 18-49s and 39 share in 25-54s.

Wednesday

- Seven wins in news.
- Seven wins in in primetime on primary channels.
 - Seven is up 12% on Nine and up 21% on Ten in total viewers.
- 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 in primetime combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 18% on Nine (Nine + Go + Gem + Life) and up 35% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 18% on Nine in 16-39s. Seven is up 5% on Nine in 18-49s. Seven is up 6% on Nine and up 4% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#8
House Rules	#8	House Rules	#9
Home and Away	#9		
16-39s		18-49s	
House Rules	#2	House Rules	#4
Home and Away	#3	Home and Away	#8
Seven News	#7	Seven News	#10
Seven News – Today Tonight	#8		

- **Seven News** (1.073 million). Seven News wins network.
- **Home and Away** (0.778 million) wins in 16-39s – 31 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.
- **House Rules** (0.786 million) delivers in all key audience demographics and is one of Wednesday's top two most-watched programmes for 16-39s and one of the top four most-watched programmes for 18-49s – 25 share in 16-39s.
- **Criminal Minds** (0.558 million) wins in total viewers – 25 share in total viewers, 26 share in 16-39s, 25 share in 18-49s and 27 share in 25-54s.

Thursday

- Seven wins in news.
- 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 16-39s, 18-49s and 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.
- 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	Home and Away	#10
16-39s		18-49s	
Seven News	#3	Seven News	#3
Seven News – Today Tonight	#5	Seven News – Today Tonight	#6
Home and Away	#6	Home and Away	#9

- **Seven News** (1.155 million). Seven News wins network – up 164,000 viewers on Nine News, a 17% audience advantage.
- **Seven News – Today Tonight** (1.045 million). Seven News – Today Tonight wins network – up 64,000 viewers on Nine News 6:30, a 7% audience advantage.

Friday

- Seven wins in in primetime on primary channels.
 - Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 31% on Nine and up 100% on Ten in total viewers.
 - Seven is up 43% on Nine and up 58% on Ten in 16-39s. Seven is up 33% on Nine and up 50% on Ten in 18-49s. Seven is up 27% on Nine and up 52% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven wins in primetime combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 30% on Nine (Nine + Go + Gem + Life) and up 86% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 24% on Nine and up 47% on Ten in 16-39s. Seven is up 19% on Nine and up 46% on Ten in 18-49s. Seven is up 20% on Nine and up 49% on Ten in 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	#2	Seven News	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#5
Better Homes and Gardens	#6	AFL on Seven	#6
AFL on Seven	#8		
The Chase	#9		
16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#3
Seven News	#4	Seven News	#6
Better Homes and Gardens	#9	Seven News – Today Tonight	#8

- AFL on Seven: Friday Night Football** 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 in primetime on primary channels.
 - Seven is number one for total viewers.
- Seven wins in primetime combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers on the combined audiences of all channels.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#1
AFL on Seven	#9	AFL on Seven	#4
		Wild Hogs	#9
16-39s		18-49s	
Seven News	#8	Seven News	#2
AFL on Seven	#9	AFL on Seven	#7
		Wild Hogs	#10

- AFL on Seven: Saturday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- Seven News** (1.073 million). Seven News wins network – up 80,000 viewers on Nine News, a 10% audience advantage,
- AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

Live and As-Live Data**Week 20 Primetime Shares**

ABC1:	12.2%
Seven:	18.2%
Nine:	20.5%
Ten:	13.9%
SBS1:	5.8%

ABC2:	2.9%
ABC3:	0.7%
ABC News 24:	1.2%
7TWO:	4.2%
7mate:	3.7%
7flix:	1.3%
GO!:	4.3%
Gem:	2.3%
Life:	1.8%
One:	2.8%
Eleven:	2.2%
SBS2:	0.8%
Food:	0.8%
NITV:	0.2%

Week 20 Combined Multiple Channels Primetime Shares

ABC1:	17.0%
Seven:	27.4%
Nine:	28.9%
Ten:	19.0%
SBS:	7.7%

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