

14 August 2017

Seven Network Ratings Report

Week 32: 6 August – 12 August 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 primetime on combined audiences

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

Seven wins in primetime on digital channels

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

Seven wins in news

- Seven News leads Nine News.

Seven wins in breakfast television

- Sunrise is number one in breakfast television,

Seven wins in morning television

- The Morning Show is number one in morning television.

Seven wins at 5:30pm

- The Chase leads Hot Seat.

Seven delivers in the most-watched programmes across Australia

-	Seven News – Sunday	1.994 million
-	Seven News	1.634 million
-	Seven News – Today Tonight	1.564 million
-	Home and Away	1.215 million
-	Seven News – Saturday	1.199 million
-	Hell's Kitchen – Sunday	1.190 million
-	Blue Murder: Killer Cop	1.093 million
-	Border Security	1.074 million
-	The Chase	1.032 million

Seven wins in breakfast television across Australia

- Sunrise = 493,000 vs Today = 410,000

Seven wins in morning television across Australia

- The Morning Show = 235,000 vs Today Extra = 172,000

Live and As-Live Data

Week 32 Primetime Shares

ABC1:	11.9%
Seven:	19.6%
Nine:	21.4%
Ten:	11.0%
SBS1:	4.7%

ABC2:	3.2%
ABC Me:	0.7%
ABC News 24:	1.5%
7TWO:	3.7%
7mate:	3.9%
7flix:	2.8%
GO!:	3.8%
Gem:	2.5%
Life:	2.0%
One:	2.8%
Eleven:	2.4%
Viceland:	0.9%
Food:	0.9%
NITV:	0.2%

Week 32 Combined Multiple Channels Primetime Shares

ABC:	17.3%
Seven:	30.0%
Nine:	29.7%
Ten:	16.2%
SBS:	6.7%

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

Primetime audience demographics for Week 32: 6:00pm-midnight

	Total People	25-54	16-39	18-49
Seven Network	30.00%	29.20%	28.60%	29.00%
Nine Network	29.70%	32.60%	32.00%	33.00%
Ten Network	16.20%	20.80%	23.20%	21.60%
ABC Network	17.30%	11.80%	11.00%	11.10%
SBS Network	6.70%	5.60%	5.20%	5.30%
Channel 7	19.60%	18.80%	17.90%	18.50%
Channel 9	21.40%	23.60%	23.20%	24.00%
Channel 10	11.00%	14.30%	16.40%	15.10%
ABC	11.90%	6.60%	5.50%	5.80%
SBS	4.70%	3.10%	2.40%	2.70%
7TWO	3.70%	1.70%	1.20%	1.40%
7mate	3.90%	4.90%	5.10%	5.00%
7flix	2.80%	3.90%	4.40%	4.10%
GO!	3.80%	4.50%	4.90%	4.70%
Gem	2.50%	1.90%	1.60%	1.80%
9Life	2.00%	2.60%	2.30%	2.60%
ONE	2.80%	3.00%	2.10%	2.60%
ELEVEN	2.40%	3.50%	4.70%	4.00%
ABC2	3.20%	3.30%	4.00%	3.60%
ABC ME	0.70%	0.40%	0.40%	0.50%
ABC NEWS	1.50%	1.40%	1.00%	1.20%
SBS VICELAND	0.90%	1.20%	1.30%	1.20%
SBS Food Network	0.90%	1.20%	1.30%	1.20%
NITV	0.20%	0.10%	0.10%	0.10%

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- AFL on Seven: Sunday Afternoon Football dominates across Seven and 7mate.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#3
Hell's Kitchen	#4	Hell's Kitchen	#5
Blue Murder: Killer Cop	#7	Blue Murder: Killer Cop	#7
AFL on Seven	#9	AFL on Seven	#8
16-39s		18-49s	
Seven News	#2	Seven News	#3
Hell's Kitchen	#5	Hell's Kitchen	#5
Blue Murder: Killer Cop	#7	Blue Murder: Killer Cop	#7
AFL on Seven	#8	AFL on Seven	#8

- **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** (1.347 million). Seven News wins network – up 178,000 viewers on Nine News, a 15% audience advantage.
- **Hell's Kitchen** (0.818 million) peaks at 1.148 million and ranks in Sunday's top five most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers.
- **Blue Murder: Killer Cop** (0.717 million) peaks at 1.040 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers.

Monday

- 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.
- 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.
 - 7flix is the most-watched digital channel for 16-39s and 18-49s.
- Seven builds on total viewing over the past seven days:
 - Home and Away adds 108,000 viewers for a total audience of 1.314 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News – Today Tonight	#8
Seven News – Today Tonight	#3	Home and Away	#9
Home and Away	#9	Seven News	#10

16-39s		18-49s	
Home and Away	#8	Home and Away	#8
Seven News – Today Tonight	#8	Hell's Kitchen	#10

- **Seven News** (1.115 million). Seven News wins network – up 65,000 viewers on Nine News, a 6% audience advantage.
- **Seven News – Today Tonight** (1.077 million). Seven News – Today Tonight wins network – up 41,000 viewers on Nine News 6:30, a 4% audience advantage.
- **Home and Away** (0.783 million) delivers in all key audiences and 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 breakfast television. Sunrise ties with Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers and 25-54s.
- Seven builds on total viewing over the past seven days:
 - Home and Away adds 116,000 viewers for a total audience of 1.368 million.
 - Yummy Mummies adds 197,000 viewers for a total audience of 0.589 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News – Today Tonight	#6
Seven News – Today Tonight	#3	Seven News	#7
Home and Away	#9	Hell's Kitchen	#10
16-39s		18-49s	
Home and Away	#6	Hell's Kitchen	#7
Hell's Kitchen	#7	Seven News – Today Tonight	#8
Seven News – Today Tonight	#10	Home and Away	#9

- **Seven News** (1.048 million). Seven News wins network – up 33,000 viewers on Nine News, a 3% audience advantage.
- **Home and Away** (0.783 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for total viewers, 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.

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 18-49s and 25-54s.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.

Friday

- AFL on Seven: Friday Night Football 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 33% on Nine and up 146% on Ten in total viewers.
 - Seven is up 51% on Nine and up 100% on Ten in 16-39s. Seven is up 49% on Nine and up 100% on Ten in 18-49s. Seven is up 40% on Nine and up 98% 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 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 35% on Nine (Nine + Go + Gem + Life) and is up 124% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 44% on Nine and up 89% on Ten in 16-39s. Seven is up 41% on Nine and up 99% on Ten in 18-49s. Seven is up 38% on Nine and up 95% 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

Seven News – Today Tonight	#2
Seven News	#3
Better Homes and Gardens	#7
The Chase	#8

25-54s

Seven News – Today Tonight	#3
Seven News	#4
AFL on Seven	#7
Better Homes and Gardens	#8

16-39s

AFL on Seven	#2
Seven News – Today Tonight	#3
Seven News	#5
Better Homes and Gardens	#8

18-49s

AFL on Seven	#3
Seven News – Today Tonight	#4
Seven News	#5
Better Homes and Gardens	#9

- **Better Homes and Gardens** (0.580 million – not broadcast in Adelaide on Seven) delivers in all key audiences and ranks in Friday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers.
- **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.
- AFL on Seven: Saturday Night Football 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 32% on Nine and up 260% on Ten in total viewers.
 - Seven is up 20% on Nine and up 159% on Ten in 16-39s. Seven is up 20% on Nine and up 188% on Ten in 18-49s. Seven is up 30% on Nine and up 209% on 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 18% on Nine (Nine + Go + Gem + Life) and up 197% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 25% on Nine and up 155% on Ten in 16-39s. Seven is up 20% on Nine and up 163% on Ten in 18-49s. Seven is up 26% on Nine and up 165% on Ten in 25-54s.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
AFL on Seven	#6	AFL on Seven	#3
Luxury Escapes	#10	AFL on Seven: Post-Match	#7
		Tomorrowland	#8
		AFL on Seven: Pre-Match	#9
16-39s		18-49s	
Seven News	#2	Seven News	#2
AFL on Seven	#3	AFL on Seven	#3
		AFL on Seven: Post-Match	#5

- **Seven News** (0.775 million). Seven News wins network – up 30,000 viewers on Nine News, a 4% 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.