

8 May 2017

## Seven Network Ratings Report

Week 18: 30 April – 6 May 2017

### Seven wins in primetime on primary channels

- Seven is number 1 for 16-39s and 18-49s.

### 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 combine to win primetime in total viewers, 16-39s and 18-49s on the combined audiences of all multiple channels.

### 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

- |                                   |               |
|-----------------------------------|---------------|
| - My Kitchen Rules – Winner       | 2.174 million |
| - My Kitchen Rules – Grand Final  | 2.026 million |
| - Seven News – Sunday             | 1.844 million |
| - Seven News                      | 1.709 million |
| - House Rules – Sunday            | 1.516 million |
| - Seven News – Today Tonight      | 1.509 million |
| - Seven News – Saturday           | 1.330 million |
| - House Rules – Tuesday Episode 2 | 1.260 million |
| - House Rules – Tuesday           | 1.251 million |



- Home and Away 1.245 million
- House Rules – Thursday 1.123 million
- House Rules – Wednesday 1.068 million
- The Chase 1.059 million
- House Rules – Monday 1.042 million

**Seven wins in breakfast television and morning television across Australia**

- Sunrise = 519,000 vs Today = 440,000
- The Morning Show = 223,000 vs Today Extra = 184,000

**Seven builds on total viewing over the past seven days**

- Sunday Night adds 74,000 viewers and = 1.438 million.
- My Kitchen Rules – Sunday adds 172,000 viewers and = 2.040 million.
- Home and Away – Monday adds 126,000 viewers and = 1.268 million.
- My Kitchen Rules – Monday adds 190,000 viewers and = 1.792 million.
- Home and Away – Tuesday adds 123,000 viewers and =1.439 million.
- My Kitchen Rules – Tuesday adds 151,000 viewers and = 1.979 million.
- Home and Away – Wednesday adds 114,000 viewers and = 1.377 million.
- My Kitchen Rules – Wednesday adds 142,000 viewers and = 2.036 million.

**Seven delivers across the week**

- House Rules peaks at 1.359 million and ranks in Sunday's top four most-watched programmes for 16-39s, 18-49s and 25-54s.
- My Kitchen Rules – Grand Final peaks at 1.612 million and dominates in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules – Winner (1.482 million) peaks at 1.627 million and is Sunday's number one most-watched programme 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 in all key audiences.
- House Rules – Episode 2 delivers in all key demographics 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 audiences and ranks in Wednesday's top five most-watched programmes for 16-39s, 18-49s and 25-54s.
- 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.

**Live and As-Live Data****Week 18 Primetime Shares**

ABC1:	11.2%
Seven:	20.1%
Nine:	20.8%
Ten:	12.9%
SBS1:	4.9%

ABC2:	2.8%
ABC Me:	0.6%
ABC News 24:	1.3%
7TWO:	3.5%
7mate:	3.7%
7flix:	2.0%
GO!:	3.7%
Gem:	2.4%
Life:	2.3%
One:	3.2%
Eleven:	2.5%
Viceland:	1.1%
Food:	0.9%
NITV:	0.2%

**Week 18 Combined Multiple Channels Primetime Shares**

ABC1:	15.9%
Seven:	29.3%
Nine:	29.2%
Ten:	18.6%
SBS:	7.1%

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

**Primetime audience demographics for Week 18: 6:00pm-midnight**

	Total People	25-54	16-39	18-49
<b>Seven Network</b>	<b>29.30%</b>	<b>29.50%</b>	<b>31.40%</b>	<b>30.00%</b>
Nine Network	29.20%	29.90%	28.10%	29.60%
Ten Network	18.60%	22.90%	24.10%	23.50%
ABC Network	15.90%	11.30%	10.40%	10.80%
SBS Network	7.10%	6.40%	5.90%	6.10%
<b>Channel 7</b>	<b>20.10%</b>	<b>20.40%</b>	<b>22.20%</b>	<b>21.00%</b>
Channel 9	20.80%	21.00%	18.60%	20.40%
Channel 10	12.90%	16.00%	16.80%	16.40%
ABC	11.20%	6.90%	5.60%	6.20%
SBS	4.90%	3.20%	2.40%	2.80%
<b>7TWO</b>	<b>3.50%</b>	<b>1.80%</b>	<b>1.40%</b>	<b>1.50%</b>
<b>7mate</b>	<b>3.70%</b>	<b>4.80%</b>	<b>5.20%</b>	<b>4.80%</b>
<b>7flix</b>	<b>2.00%</b>	<b>2.60%</b>	<b>2.60%</b>	<b>2.70%</b>
GO!	3.70%	4.30%	5.50%	4.80%
Gem	2.40%	1.60%	1.50%	1.50%
9Life	2.30%	3.00%	2.50%	3.00%
ONE	3.20%	3.40%	2.60%	3.00%
ELEVEN	2.50%	3.60%	4.70%	4.10%
ABC2	2.80%	2.90%	3.40%	3.10%
ABC ME	0.60%	0.40%	0.50%	0.40%
ABC News 24	1.30%	1.10%	0.90%	1.00%
SBS VICELAND	1.10%	1.60%	1.60%	1.70%
SBS Food Network	0.90%	1.40%	1.70%	1.50%
NITV	0.20%	0.10%	0.20%	0.20%

## Primetime Programming Analysis

### Sunday

- Seven wins in news.
- My Kitchen Rules is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules is up 39% on its 2016 launch.
- AFL on Seven: Sunday Afternoon 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 345% on Ten in total viewers.
  - Seven is up 63% on Nine and up 278% on Ten in 16-39s. Seven is up 35% on Nine and up 268% on Ten in 18-49s. Seven is up 29% on Nine and up 257% 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 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 26% on Nine (Nine + Go + Gem + Life) and up 200% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 58% on Nine and up 170% on Ten in 16-39s. Seven is up 33% on Nine and up 159% on Ten in 18-49s. Seven is up 28% on Nine and up 152% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven builds on recorded viewing over the past seven days:
  - Sunday Night adds 74,000 viewers and delivers a total audience of 1.438 million.
  - My Kitchen Rules adds 172,000 viewers and delivers a total audience of 2.040 million.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
My Kitchen Rules – Winner	#1	My Kitchen Rules – Winner	#1
My Kitchen Rules – Final	#2	My Kitchen Rules – Final	#2
Seven News	#4	House Rules	#4
House Rules	#6	Seven News	#6
AFL on Seven	#10	Trial and Error	#8
		AFL on Seven	#10

<b>16-39s</b>		<b>18-49s</b>	
My Kitchen Rules – Winner	#1	My Kitchen Rules – Winner	#1
My Kitchen Rules – Final	#2	My Kitchen Rules – Final	#2
House Rules	#4	House Rules	#4
Seven News	#5	Seven News	#6
Trial and Error	#9	Trial and Error	#8
AFL on Seven	#10	AFL on Seven	#10

- **Seven News** (1.200 million). Seven News wins network – up 138,000 viewers on Nine News, a 13% audience advantage.
- **House Rules** (0.986 million) peaks at 1.359 million and ranks in Sunday's top four most-watched programmes for 16-39s, 18-49s and 25-54s – 30 share in total viewers, 36 share in 16-39s, 33 share in 18-49s and 32 share in 25-54s.
- **My Kitchen Rules – Grand Final** (1.396 million) peaks at 1.612 million and dominates in total viewers, 16-39s, 18-49s and 25-54s – 43 share in total viewers, 56 share in 16-39s, 50 share in 18-49s and 48 share in 25-54s.
- **My Kitchen Rules – Winner** (1.500 million) peaks at 1.627 million and is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 59 share in total viewers, 72 share in 16-39s, 65 share in 18-49s and 62 share in 25-54s.

## Monday

- Seven wins in news.
- 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 with The Chase.
- Seven builds on recorded viewing over the past seven days:
  - Home and Away adds 126,000 viewers to deliver a total audience of 1.268 million.
  - My Kitchen Rules adds 190,000 viewers to deliver a total audience of 1.792 million.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#3
Seven News – Today Tonight	#3	Seven News – Today Tonight	#5
The Chase	#8	House Rules	#9
Home and Away	#10	Home and Away	#10

  

<b>16-39s</b>		<b>18-49s</b>	
Seven News	#6	Seven News – Today Tonight	#6
House Rules	#7	Seven News	#7
Seven News – Today Tonight	#8	Home and Away	#9
Seven Year Switch	#9	Seven Year Switch	#10

- **Seven News** (1.201 million). Seven News wins network – up 133,000 viewers on Nine News, a 12% audience advantage.
- **Seven News – Today Tonight** (1.111 million). Seven News – Today Tonight wins network – up 54,000 viewers on Nine News, a 5% audience advantage.

## Tuesday

- Seven wins in news.
- Seven wins in 16-39s in primetime on primary channels.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for 25-54s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number one for 16-39s and 18-49s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 11% on Nine (Nine + Go + Gem + Life) and up 11% on Ten (Ten + One + Eleven) in 16-39s. Seven is up 3% on Nine and up 9% on Ten in 18-49s. Seven is up 12% on Nine 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 builds on recorded viewing over the past seven days:
  - Home and Away adds 123,000 viewers for a total audience of 1.439 million.
  - My Kitchen Rules adds 151,000 viewers for a total audience of 1.979 million.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.058 million). Seven News wins network – up 83,000 viewers on Nine News, a 9% audience advantage.
- **Seven News – Today Tonight** (1.058 million). Seven News – Today Tonight wins network – up 64,000 viewers on Nine News 6:30, a 6% audience advantage.
- **Home and Away** (0.754 million) delivers in all key audiences – 27 share in 16-39s and 26 share in 18-49s.
- **House Rules** (0.767 million) delivers in all key demographics and ranks in Tuesday's top ten most-watched programmes in all key audiences – 26 share in 16-39s and 25 share in 18-49s.
- **House Rules – Episode 2** (0.788 million) delivers in all key demographics and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 27 share in total viewers, 34 share in 16-39s, 31 share in 18-49s and 29 share in 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.
- Seven builds on recorded viewing over the past seven days:
  - Home and Away adds 114,000 viewers and delivers a total audience of 1.377 million.
  - My Kitchen Rules adds 142,000 viewers and delivers a total audience of 2.036 million.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	House Rules	#5
Seven News – Today Tonight	#2	Seven News – Today Tonight	#6
Home and Away	#9	Seven News	#8
House Rules	#10		
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#3	House Rules	#2
Home and Away	#4	Seven News – Today Tonight	#6
Aussie Property Flippers	#5	Home and Away	#7
Seven News – Today Tonight	#8	Aussie Property Flippers	#8
Seven News	#10		

- **Seven News** (1.024 million). Seven News wins network – up 58,000 viewers on Nine News, a 6% audience advantage.
- **Seven News – Today Tonight** (1.007 million). Seven News – Today Tonight wins network – up 50,000 viewers on Nine News 6:30, a 5% audience advantage.
- **Home and Away** (0.707 million) delivers in all key audiences and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s and 18-49s – 28 share in 16-39s and 27 share in 18-49s.
- **House Rules** (0.645 million) delivers in all key audiences and ranks in Wednesday's top five most-watched programmes for 16-39s, 18-49s and 25-54s – 29 share in 16-39s and 26 share in 18-49s.

## Thursday

- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number one for total viewers on the combined audiences of all channels.
  - Seven + 7TWO + 7mate + 7flix is up 2% on Nine + Go + Gem + Life and up 6% on Ten + One + Eleven 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 16-39s, 18-49s and 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News	#6
Seven News – Today Tonight	#4	Seven News – Today Tonight	#8
Home and Away	#9	House Rules	#9
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#6	House Rules	#6
Home and Away	#7	Home and Away	#7
Seven News – Today Tonight	#9	Seven News	#8
Seven News	#10		

### Friday

- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Seven News	#6
Seven News – Today Tonight	#4	Seven News – Today Tonight	#9
Better Homes and Gardens	#8		
The Chase	#9		
<b>16-39s</b>		<b>18-49s</b>	
AFL on Seven	#7	AFL on Seven	#9
Better Homes and Gardens	#10	Seven News – Today Tonight	#10

- **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 40% on Nine and up 194% on Ten in total viewers.
  - Seven is up 94% on Nine and up 249% on Ten in 16-39s. Seven is up 58% on Nine and up 194% on Ten in 18-49s. Seven is up 41% on Nine and up 181% on Ten in 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 13% on Nine (Nine + Go + Gem + Life) and up 156% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 38% on Nine and up 198% on Ten in 16-39s. Seven is up 17% on Nine and up 173% on Ten in 18-49s. Seven is up 10% on Nine and up 156% on Ten in 25-54s.

- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News	#2
		Pirates of the Caribbean	#4
		AFL on Seven	#7
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#2	Seven News	#2
Pirates of the Caribbean	#3	Pirates of the Caribbean	#3
AFL on Seven	#5	AFL on Seven	#6
Con Air	#6	Con Air	#9

- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.