

29 May 2017

Seven Network Ratings Report

Week 21: 21 May – 27 May 2017

Seven wins in primetime on primary channels

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

Seven wins in primetime on digital channels

- 7mate is number 1 for total viewers, 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, 18-49s and 25-54s on the combined audiences of all multiple channels.

Seven wins in news

- Seven News leads Nine News.

Seven wins with House Rules: Australia's Number One

- House Rules = 1.704 million vs The Voice = 1.553 million vs Masterchef = 1.275 million

Seven wins in breakfast television and morning television across Australia

- Sunrise = 529,000 vs Today = 458,000
- The Morning Show = 236,000 vs Today Extra = 189,000

Seven wins at 5:30pm

- The Chase leads Hot Seat.

Seven delivers in the most-watched programmes across Australia

- | | |
|---------------------------|---------------|
| - Seven News – Sunday | 1.903 million |
| - Seven News | 1.738 million |
| - House Rules – Sunday | 1.704 million |
| - House Rules – Monday | 1.704 million |
| - House Rules – Wednesday | 1.578 million |
| - House Rules – Tuesday | 1.518 million |



-	Seven News – Today Tonight	1.512 million
-	Sunday Night	1.303 million
-	Home and Away	1.235 million
-	Seven News – Saturday	1.230 million
-	The Chase	1.134 million
-	Better Homes and Gardens	1.039 million

Seven builds on total viewing over the past seven days

- House Rules – Sunday adds 69,000 viewers and = 1.558 million.
- Sunday Night adds 62,000 viewers and = 1.085 million.
- Home and Away – Monday adds 93,000 viewers and = 1.402 million.
- House Rules – Monday adds 76,000 viewers and = 1.561 million.
- Seven Year Switch – Monday adds 115,000 viewers and = 0.941 million.
- Home and Away – Tuesday adds 96,000 viewers and = 1.336 million.
- House Rules – Tuesday adds 81,000 viewers and = 1.462 million.
- Seven Year Switch – Tuesday adds 147,000 viewers and = 0.990 million.
- Home and Away – Wednesday adds 86,000 viewers and = 1.326 million.
- House Rules – Wednesday adds 120,000 viewers and = 1.519 million.

Seven delivers across the week

- House Rules is up 13% on last Sunday, up 25% on Masterchef, peaks at 1.315 million and is one of Sunday top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- Sunday Night is up 30% on last Sunday and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules defeats The Voice and Masterchef and is one of Monday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- Seven Year Switch delivers in all key audiences and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.048 million and is one of Tuesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- Seven Year Switch wins in 16-39s, 18-49s and 25-54s and ranks in Tuesday's top ten most-watched programmes in all key demographics.

- House Rules peaks at 1.085 million, wins its timeslot and is one of Wednesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s.
- AFL on Seven: Thursday Night Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.
- Better Homes and Gardens 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.
- 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 21 Primetime Shares

ABC1:	11.6%
Seven:	20.9%
Nine:	18.6%
Ten:	13.8%
SBS1:	4.6%

ABC2:	3.1%
ABC Me:	0.8%
ABC News 24:	1.3%
7TWO:	3.4%
7mate:	3.7%
7flix:	2.4%
GO!:	3.5%
Gem:	2.7%
Life:	2.2%
One:	3.2%
Eleven:	2.4%
Viceland:	1.0%
Food:	0.8%
NITV:	0.1%

Week 21 Combined Multiple Channels Primetime Shares

ABC:	16.8%
Seven:	30.3%
Nine:	27.0%
Ten:	19.4%
SBS:	6.4%

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

Primetime audience demographics for Week 21: 6:00pm-midnight

	Total People	25-54	16-39	18-49
Seven Network	30.30%	30.70%	31.80%	31.10%
Nine Network	27.00%	28.30%	27.00%	28.40%
Ten Network	19.40%	23.90%	25.20%	24.30%
ABC Network	16.80%	11.50%	10.80%	10.90%
SBS Network	6.40%	5.60%	5.20%	5.30%
Channel 7	20.90%	21.10%	21.90%	21.50%
Channel 9	18.60%	18.80%	16.80%	18.50%
Channel 10	13.80%	17.00%	17.90%	17.30%
ABC	11.60%	6.70%	5.40%	6.00%
SBS	4.60%	3.10%	2.50%	2.80%
7TWO	3.40%	1.60%	1.10%	1.20%
7mate	3.70%	4.90%	5.20%	5.00%
7flix	2.40%	3.10%	3.70%	3.30%
GO!	3.50%	4.50%	5.60%	5.00%
Gem	2.70%	2.20%	1.90%	2.10%
9Life	2.20%	2.80%	2.70%	2.90%
ONE	3.20%	3.40%	2.90%	3.20%
ELEVEN	2.40%	3.50%	4.40%	3.80%
ABC2	3.10%	3.20%	4.00%	3.40%
ABC ME	0.80%	0.50%	0.60%	0.50%
ABC News 24	1.30%	1.10%	0.80%	1.00%
SBS VICELAND	1.00%	1.30%	1.40%	1.30%
SBS Food Network	0.80%	1.10%	1.20%	1.10%
NITV	0.10%	0.10%	0.10%	0.10%

Primetime Programming Analysis

Sunday

- Seven wins in news.
- AFL on Seven: Sunday Afternoon Football dominates across Seven and 7mate.
- House Rules is Australia's number one, leading The Voice and Masterchef in total viewers across all markets.
- Seven wins in primetime on primary channels.
 - Seven is number one for 16-39s,
- 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 wins in 16-39s across primetime on combined audiences.
- Seven builds on total viewing over the past seven days:
 - House Rules adds 69,000 viewers for a total audience of 1.558 million.
 - Sunday Night adds 62,000 viewers for a total audience of 1.085 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	House Rules	#2
House Rules	#4	Sunday Night	#6
Sunday Night	#6	Seven News	#7
16-39s		18-49s	
House Rules	#2	House Rules	#2
Sunday Night	#5	Sunday Night	#6
Seven News	#7	Seven News	#7

- **Seven News** (1.226 million). Seven News wins network – up 137,000 viewers on Nine News, a 12% audience advantage.
- **House Rules** (1.049 million):
 - up 13% on last Sunday
 - up 25% on Masterchef
 - peaks at 1.315 million and is one of Sunday top two most-watched programmes for 16-39s, 18-49s and 25-54s – 29 share in total viewers, 28 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s
- **Sunday Night** (0.861 million) is up 30% on last Sunday and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers.

Monday

- Seven wins in news.
- House Rules is Australia's number one: up 20% on The Voice and up 34% on Masterchef.
- 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 9% on Nine + Go + Gem + Life and up 31% 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 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 builds on total viewing over the past seven days:
 - Home and Away adds 93,000 viewers for a total audience of 1.402 million.
 - House Rules adds 76,000 viewers for a total audience of 1.561 million.
 - Seven Year Switch adds 115,000 viewers for a total audience of 0.941 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	House Rules	#3
Seven News – Today Tonight	#4	Seven Year Switch	#8
House Rules	#5	Seven News	#10
16-39s		18-49s	
House Rules	#3	House Rules	#3
Seven Year Switch	#6	Seven Year Switch	#6
Home and Away	#8	Home and Away	#10
- **Seven News** (1.131 million). Seven News wins network – up 58,000 viewers on Nine News, a 5% audience advantage.
- **Home and Away** (0.760 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- **House Rules** (1.026 million) defeats The Voice and Masterchef and is one of Monday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 28 share in total viewers, 28 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.
- **Seven Year Switch** (0.609 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Tuesday

- House Rules is Australia's number one: up 13% on The Voice and up 25% on Masterchef.
- Seven wins in primetime on primary channels.
 - Seven is up 22% on Nine and up 27% on Ten in 16-39s. Seven is up 9% on Nine and up 25% on Ten in 18-49s. Seven is up 4% on Nine and up 23% on Ten in 25-54s.
- 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 total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) leads Nine (Nine + Go + Gem + Life) and is up 32% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 10% on Nine and up 15% on Ten in 16-39s. Seven is up 6% on Nine and up 18% on Ten in 18-49s. Seven is up 9% on Nine and up 19% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on total viewing over the past seven days:
 - Home and Away adds 96,000 viewers for a total audience of 1.336 million.
 - House Rules adds 81,000 viewers for a total audience of 1.462 million.
 - Seven Year Switch adds 147,000 viewers for a total audience of 0.990 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	House Rules	#2
Seven News – Today Tonight	#4	Seven Year Switch	#6
House Rules	#6	Seven News	#7
		Seven News – Today Tonight	#10
16-39s		18-49s	
House Rules	#2	House Rules	#2
Seven Year Switch	#3	Seven Year Switch	#5
Home and Away	#8	Seven News	#9
Seven News	#9	Seven News – Today Tonight	#10
- **Seven News** (1.139 million).
- **Seven News – Today Tonight** (1.038 million).
- **Home and Away** (0.741 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

- **House Rules** (0.914 million) peaks at 1.048 million and is one of Tuesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s – 26 share in total viewers, 28 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.
- **Seven Year Switch** (0.600 million) wins in 16-39s, 18-49s and 25-54s and ranks in Tuesday's top ten most-watched programmes in all key demographics – 32 share in 16-39s, 31 share in 18-49s and 29 share in 25-54s.

Wednesday

- Seven wins in news.
- House Rules is Australia's number one at 7:30pm: up 44% on Masterchef.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 3% on Nine and up 34% on Ten in total viewers.
 - Seven is up 15% on Nine and up 4% on Ten in 16-39s. Seven is up 10% on Nine and up 9% on Ten in 18-49s. Seven is up 10% on Nine and up 12% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on total viewing over the past seven days:
 - Home and Away adds 86,000 viewers and delivers a total audience of 1.326 million.
 - House Rules adds 120,000 viewers and delivers a total audience of 1.519 million.
- Seven scores in the most-watched programmes:

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

- **Seven News** (1.110 million). Seven News wins network.
- **Seven News – Today Tonight** (1.003 million).
- **Home and Away** (0.710 million) delivers in all key audiences and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **House Rules** (0.936 million) peaks at 1.085 million, wins its timeslot and is one of Wednesday's top two most-watched programmes for 16-39s, 18-49s and 25-54s – 29 share in total viewers, 29 share in 16-39s, 30 share in 18-49s and 30 share in 25-54s.

Thursday

- AFL on Seven: Thursday 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 24% on Nine and up 23% on Ten in total viewers.
 - Seven is up 55% on Nine and up 4% on Ten in 16-39s. Seven is up 33% on Nine and up 4% on Ten in 18-49s. Seven is up 22% on Nine and up 2% on Ten in 25-54s.
- 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 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 23% on Nine (Nine + Go + Gem + Life) and up 40% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 23% on Nine and up 9% on Ten in 16-39s. Seven is up 11% on Nine and up 10% on Ten in 18-49s. Seven is up 8% on Nine and up 10% on Ten in 25-54s.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- **AFL on Seven: Thursday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.

Friday

- Seven wins in news.
- 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 30% on Nine and up 89% on Ten in total viewers.
 - Seven is up 51% on Nine and up 95% on Ten in 16-39s. Seven is up 27% on Nine and up 52% on Ten in 18-49s. Seven is up 16% on Nine and up 37% 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 23% on Nine (Nine + Go + Gem + Life) and is up 87% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 25% on Nine and up 93% on Ten in 16-39s. Seven is up 13% on Nine and up 62% on Ten in 18-49s. Seven is up 8% on Nine and up 51% 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	#1	Seven News	#4
Seven News- Today Tonight	#3	Seven News – Today Tonight	#5
Better Homes and Gardens	#6	Better Homes and Gardens	#8
The Chase	#8		
16-39s		18-49s	
Seven News	#1	Seven News – Today Tonight	#4
Seven News – Today Tonight	#3	Seven News	#5
AFL on Seven	#4	Better Homes and Gardens	#6
Better Homes and Gardens	#5	AFL on Seven	#9

- **Seven News** (0.963 million). Seven News wins network – up 67,000 viewers on Nine News, a 7% audience advantage.
- **Seven News – Today Tonight** (0.877 million). Seven News – Today Tonight wins network – up 26,000 viewers on Nine News 6:30, a 3% audience advantage.
- **Better Homes and Gardens** (0.628 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.
- **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 84% on Nine and up 214% on Ten in total viewers.
 - Seven is up 142% on Nine and up 271% on Ten in 16-39s. Seven is up 116% on Nine and up 286% on Ten in 18-49s. Seven is up 103% on Nine and up 252% 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 58% on Nine (Nine + Go + Gem + Life) and is up 165% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 79% on Nine and up 168% on Ten in 16-39s. Seven is up 63% on Nine and up 182% on Ten in 18-49s. Seven is up 63% on Nine and up 174% 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:

All People		25-54s	
Seven News	#1	Seven News	#1
AFL on Seven	#8	AFL on Seven	#3
Border Security	#10	AFL on Seven: Pre-Match	#4
		Border Security	#5
		AFL on Seven: Post-Match	#8
16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#1
Seven News	#3	Seven News	#3
AFL on Seven: Pre-Match	#4	AFL on Seven: Pre-Match	#4
AFL on Seven: Post-Match	#5	AFL on Seven: Post-Match	#6
Border Security	#7	Border Security	#7
The Kick	#10	The Kick	#10

- **Seven News** (0.838 million). Seven News wins network – up 75,000 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.