

5 June 2017

Seven Network Ratings Report

Week 22: 28 May – 3 June 2017



Seven wins in primetime on primary channels

- Seven wins in a week of State of Origin.
- 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, 16-39s, 18-49s and 25-54s.

Seven wins in primetime on combined audiences

- Seven wins in a week of State of Origin.
- 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 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 with House Rules: Australia's Number One

- House Rules = 2.060 million vs The Voice = 1.555 million
vs Masterchef = 1.194 million

Seven wins in breakfast television and morning television across Australia

- Sunrise = 533,000 vs Today = 454,000
- The Morning Show = 238,000 vs Today Extra = 200,000

Seven delivers in the most-watched programmes across Australia

-	House Rules – Monday	2.060 million
-	Seven News – Sunday	1.974 million
-	House Rules – Sunday	1.971 million
-	House Rules – Tuesday	1.850 million
-	Seven News	1.759 million
-	House Rules – Wednesday	1.705 million
-	Seven News – Today Tonight	1.564 million
-	Seven News – Saturday	1.382 million
-	Home and Away	1.292 million
-	The Chase	1.118 million
-	Better Homes and Gardens	1.102 million
-	Seven Year Switch	1.037 million
-	Sunday Night	1.014 million

Seven builds on total viewing over the past seven days

- House Rules – Sunday adds 79,000 viewers and = 1.783 million.
- Sunday Night adds 96,000 viewers and = 1.399 million.
- Home and Away – Monday adds 99,000 viewers and =1.400 million.
- House Rules – Monday adds 138,000 viewers and = 1.842 million.
- Seven Year Switch – Monday adds 150,000 viewers and = 1.107 million.
- Home and Away – Tuesday adds 99,000 viewers and = 1.369 million.
- House Rules – Tuesday adds 96,000 viewers and = 1.614 million.
- Seven Year Switch – Tuesday adds 134,000 viewers and = 1.064 million.

Seven delivers across the week

- AFL on Seven: Sunday Afternoon Football dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- House Rules wins in total viewers, 16-39s, 18-49s and 25-54s, is up 13% on last Sunday, up 11% on The Voice and up 61% on Masterchef, peaks at 1.378 million and is Sunday's most-watched programme for 16-39s, 18-49s and 25-54s.
- Sunday Night ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s, up 24% Monday-on-Monday, up 34% on The Voice and up 66% on Masterchef, peaks at 1.490 million and dominates in all key audiences.
- Seven Year Switch is up 8% Monday-on-Monday, delivers in all key audiences and is one of Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- House Rules is Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s, is up 25% Tuesday-on-Tuesday, up 31% on Masterchef and up 78% on Britain's Got Talent, peaks at 1.300 million and dominates in total viewers and in all key audiences.
- Seven Year Switch is up 8% on Tuesday-on-Tuesday, wins in 16-39s, 18-49s and 25-54s and ranks in Tuesday's top four most-watched programmes in all key audiences.
- 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 22 Primetime Shares

ABC1:	11.5%
Seven:	21.4%
Nine:	21.0%
Ten:	12.4%
SBS1:	4.3%

ABC2:	2.8%
ABC Me:	0.7%
ABC News 24:	1.2%
7TWO:	3.5%
7mate:	3.6%
7flix:	2.1%
GO!:	3.1%
Gem:	2.5%
Life:	2.2%
One:	3.3%
Eleven:	2.3%
Viceland:	1.0%
Food:	0.9%
NITV:	0.1%

Week 22 Combined Multiple Channels Primetime Shares

ABC:	16.2%
Seven:	30.7%
Nine:	28.8%
Ten:	18.1%
SBS:	6.3%

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

Primetime audience demographics for Week 22: 6:00pm-midnight

	Total People	25-54	16-39	18-49
Seven Network	30.70%	31.20%	32.10%	31.50%
Nine Network	28.80%	30.40%	30.00%	30.70%
Ten Network	18.10%	22.10%	23.00%	22.50%
ABC Network	16.20%	11.00%	10.20%	10.40%
SBS Network	6.30%	5.30%	4.60%	5.00%
Channel 7	21.40%	22.00%	22.90%	22.20%
Channel 9	21.00%	22.00%	21.50%	22.00%
Channel 10	12.40%	15.20%	16.00%	15.60%
ABC	11.50%	6.50%	5.30%	5.80%
SBS	4.30%	2.70%	1.90%	2.30%
7TWO	3.50%	1.90%	1.60%	1.70%
7mate	3.60%	4.70%	5.00%	4.90%
7flix	2.10%	2.70%	2.70%	2.80%
GO!	3.10%	3.70%	4.40%	4.00%
Gem	2.50%	1.70%	1.80%	1.80%
9Life	2.20%	2.90%	2.40%	2.90%
ONE	3.30%	3.40%	2.80%	3.10%
ELEVEN	2.30%	3.40%	4.30%	3.80%
ABC2	2.80%	2.90%	3.50%	3.10%
ABC ME	0.70%	0.40%	0.50%	0.50%
ABC NEWS	1.20%	1.10%	0.90%	1.00%
SBS VICELAND	1.00%	1.30%	1.20%	1.30%
SBS Food Network	0.90%	1.30%	1.30%	1.30%
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: up 27% on The Voice and up 104% on Masterchef across metropolitan and regional markets.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers and 16-39s.
 - Seven leads Nine and is up 75% on Ten in total viewers.
 - Seven is up 9% on Nine and up 19% on Ten in 16-39s. Seven is up 21% on Ten in 18-49s. Seven is up 30% on Nine 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.
 - Seven (Seven + 7TWO + 7mate + 7flix) leads Nine (Nine + Go + Gem + Life) and is up 64% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 16% on Nine and up 33% on Ten in 16-39s. Seven ties with Nine and is up 30% on Ten in 18-49s. Seven leads Nine and is up 35% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven builds on total viewing over the past seven days:
 - House Rules adds 79,000 viewers for a total audience of 1.783 million.
 - Sunday Night adds 96,000 viewers for a total audience of 1.399 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	House Rules	#1
House Rules	#2	Seven News	#4
Sunday Night	#8	Sunday Night	#7
AFL on Seven	#10		

16-39s		18-49s	
House Rules	#1	House Rules	#1
Seven News	#4	Seven News	#5
Sunday Night	#7	Sunday Night	#7

- **AFL on Seven: Sunday Afternoon Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its broadcast markets on Seven.
- **Seven News** (1.283 million). Seven News wins network – up 131,000 viewers on Nine News, an 11% audience advantage.
- **House Rules** (1.186 million):
 - wins in total viewers, 16-39s, 18-49s and 25-54s.
 - up 13% on last Sunday.
 - up 11% on The Voice and up 61% on Masterchef.
 - peaks at 1.378 million, wins its timeslot and is Sunday's most-watched programme for 16-39s, 18-49s and 25-54s: 32 share in total viewers, 34 share in 16-39s, 33 share in 18-49s and 33 share in 25-54s.
- **Sunday Night** (0.645 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

Monday

- Seven wins in news.
- House Rules is Australia's number one: up 50% on The Voice and up 95% 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 16% on Nine and up 64% on Ten in total viewers.
 - Seven is up 72% on Nine and up 29% on Ten in 16-39s. Seven is up 41% on Nine and up 35% on Ten in 18-49s. Seven is up 31% on Nine and up 36% 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 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 21% on Nine (Nine + Go + Gem + Life) and up 61% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 45% on Nine and up 14% on Ten in 16-39s. Seven is up 28% on Nine and up 20% on Ten in 18-49s. Seven is up 23% on Nine and up 23% 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 builds on total viewing over the past seven days:
 - Home and Away adds 99,000 viewers for a total audience of 1.400 million.
 - House Rules adds 138,000 viewers for a total audience of 1.842 million.
 - Seven Year Switch adds 150,000 viewers for a total audience of 1.107 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
House Rules	#1	House Rules	#1
Seven News	#2	Seven Year Switch	#6
Seven News – Today Tonight	#5	Seven News	#10
Home and Away	#9		
16-39s		18-49s	
House Rules	#1	House Rules	#1
Seven Year Switch	#4	Seven Year Switch	#4
Home and Away	#7	Home and Away	#10
Seven News – Today Tonight	#10		

- **Seven News** (1.144 million). Seven News wins network – up 28,000 viewers on Nine News, a 2% audience advantage.
- **Home and Away** (0.800 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s and 18-49s – 25 share in total viewers.
- **House Rules** (1.278 million):
 - Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
 - up 24% Monday-on-Monday.
 - up 34% on The Voice and up 66% on Masterchef.
 - peaks at 1.490 million and dominates in all key audiences: 34 share in total viewers, 37 share in 16-39s, 34 share in 18-49s and 34 share in 25-54s.
- **Seven Year Switch** (0.660 million):
 - up 8% Monday-on-Monday.
 - delivers in all key audiences and is one of Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s: 28 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s.

Tuesday

- Seven wins in news.
- House Rules is Australia's number one: up 55% 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 34% on Nine and up 42% on Ten in total viewers.
 - Seven is up 114% on Nine and up 43% on Ten in 16-39s. Seven is up 85% on Nine and up 38% on Ten in 18-49s. Seven is up 64% on Nine and up 34% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 18-49s.
- 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 29% on Nine (Nine + Go + Gem + Life) and up 39% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 76% on Nine and up 28% on Ten in 16-39s. Seven is up 65% on Nine and up 29% on Ten in 18-49s. Seven is up 53% on Nine and up 25% 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 builds on total viewing over the past seven days:
 - Home and Away adds 99,000 viewers for a total audience of 1.369 million.
 - House Rules adds 96,000 viewers for a total audience of 1.614 million.
 - Seven Year Switch adds 134,000 viewers for a total audience of 1.064 million.
- Seven scores in the most-watched programmes:

All People

House Rules	#1
Seven News	#2
Seven News – Today Tonight	#3
Home and Away	#9

25-54s

House Rules	#1
Seven Year Switch	#4
Seven News – Today Tonight	#7
Seven News	#8

16-39s

House Rules	#1
Seven Year Switch	#3
Home and Away	#5
Seven News – Today Tonight	#6
Seven News	#7

18-49s

House Rules	#1
Seven Year Switch	#3
Home and Away	#7
Seven News	#9
Seven News – Today Tonight	#9

- **Seven News** (1.130 million). Seven News wins network – up 79,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (1.075 million). Seven News – Today Tonight wins network – up 49,000 viewers on Nine News 6:30, a 5% audience advantage.
- **Home and Away** (0.783 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s and 18-49s – 26 share in total viewers, 28 share in 16-39s and 25 share in 18-49s.
- **House Rules** (1.145 million):
 - Tuesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
 - up 25% Tuesday-on-Tuesday.
 - up 31% on Masterchef and up 78% on Britain's Got Talent.
 - peaks at 1.300 million and dominates in total viewers and in all key audiences: 34 share in total viewers, 36 share in 16-39s, 36 share in 18-49s and 35 shares in 25-54s.
- **Seven Year Switch** (0.649 million) is up 8% on Tuesday-on-Tuesday, wins in 16-39s, 18-49s and 25-54s and ranks in Tuesday's top four most-watched programmes in all key audiences - 26 share in total viewers, 36 share in 16-39s, 36 share in 18-49s and 34 share in 25-54s.

Wednesday

- 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 builds on total viewing over the past seven days:
 - Home and Away adds 112,000 viewers for a total audience of 1.409 million.
 - House Rules adds 138,000 viewers for a total audience of 1.939 million.

Thursday

- 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 52% on Ten in total viewers.
 - Seven is up 66% on Nine and up 30% on Ten in 16-39s. Seven is up 32% on Nine and up 22% on Ten in 18-49s. Seven is up 24% on Nine and up 26% 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 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 38% on Nine (Nine + Go + Gem + Life) and up 59% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 53% on Nine and up 28% on Ten in 16-39s. Seven is up 30% on Nine and up 23% on Ten in 18-49s. Seven is up 21% on Nine and up 24% 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	#2	Seven News – Today Tonight	#5
Seven News – Today Tonight	#3	Seven News	#6
Home and Away	#8	Home and Away	#9
The Chase	#9	House Rules	#10
16-39s		18-49s	
Seven News – Today Tonight	#3	Seven News – Today Tonight	#5
Home and Away	#4	Seven News	#6
Seven News	#5	Home and Away	#8
House Rules	#8	House Rules	#10

House Rules not broadcast in all markets

- **Seven News** (1.004 million).
- **Home and Away** (0.625 million) delivers in all key audiences and ranks in Thursday's top ten most-watched programmers for total viewers, 16-39s, 18-49s and 25-54s.
- **House Rules** (broadcast only in Sydney and Brisbane) dominates in all key audiences – 31 share in total viewers, 32 share in 16-39s, 31 share in 18-49s and 31 share in 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.

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 57% on Nine and up 120% on Ten in total viewers.
 - Seven is up 66% on Nine and up 103% on Ten in 16-39s. Seven is up 59% on Nine and up 87% on Ten in 18-49s. Seven is up 51% on Nine and up 72% 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 43% on Nine (Nine + Go + Gem + Life) and is up 120% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 34% on Nine and up 117% on Ten in 16-39s. Seven is up 33% on Nine and up 100% on Ten in 18-49s. Seven is up 32% on Nine and up 88% on Ten in 25-54s.
- 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	Seven News	#3
Seven News – Today Tonight	#3	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	AFL on Seven	#7
The Chase	#8	Better Homes and Gardens	#9
AFL on Seven	#9		

16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#1
Seven News	#4	Seven News	#5
Seven News – Today Tonight	#7	Seven News – Today Tonight	#6
Better Homes and Gardens	#8	Better Homes and Gardens	#7

- **Seven News** (0.921 million). Seven News wins network.
- **Seven News – Today Tonight** (0.874 million). Seven News – Today Tonight wins network.
- **Better Homes and Gardens** (0.657 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 – 27 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 52% on Nine and up 188% on Ten in total viewers.
 - Seven is up 34% on Nine and up 197% on Ten in 16-39s. Seven is up 38% on Nine and up 202% on Ten in 18-49s. Seven is up 39% on Nine and up 207% 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 36% on Nine (Nine + Go + Gem + Life) and is up 146% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 30% on Nine and up 132% on Ten in 16-39s. Seven is up 20% on Nine and up 145% on Ten in 18-49s. Seven is up 25% on Nine and up 150% 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	#7	AFL on Seven	#4
		Despicable Me 2	#6
		Border Security	#9
16-39s		18-49s	
AFL on Seven	#2	Seven News	#1
Seven News	#3	AFL on Seven	#4
AFL on Seven: Pre-Match	#7	Despicable Me 2	#5
Despicable Me 2	#9	Border Security	#10
AFL on Seven: Post-Match	#10		

- **Seven News** (0.858 million). Seven News wins network – up 97,000 viewers on Nine News, a 13% 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.