

1 August 2016

## **Seven Network Ratings Report**

**Week 31: 24 July - 30 July 2016**



### **Seven wins in primetime on primary channels.**

- Seven is number 1 for total viewers.

### **Seven wins in primetime on digital channels.**

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

### **Seven wins in primetime on combined audiences.**

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combines to win primetime in total viewers, 18-49s and 25-54s 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 is number 1 in 2016**

- Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s in primetime on primary channels across the current television season.
- 7TWO is number 1 for total viewers in primetime on digital channels across the current television season.

### **Seven + 7TWO + 7mate + 7flix is number 1 in 2016**

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix is number 1 in primetime in total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all multiple channels across the current television season.

**Seven delivers in the most-watched programmes across Australia.**

-	Seven News - Sunday	1.824 million
-	Seven News	1.705 million
-	Seven News – Today Tonight	1.529 million
-	Sunday Night	1.464 million
-	Seven News – Saturday	1.327 million
-	Highway Patrol	1.238 million
-	Home and Away	1.236 million
-	Better Homes and Gardens	1.211 million
-	Border Security	1.135 million
-	The Force	1.135 million
-	The Chase	1.125 million

Metropolitan and Regional Combined Audiences

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

- Sunrise = 555,000 vs Today = 479,000
- The Morning Show = 259,000 vs Today Extra = 196,000

Metropolitan and Regional Combined Audiences

**Primetime audience demographics for primary channels**

**6:00pm-midnight Week 31, 2016**

<b>Audience shares</b>	<b>Seven</b>	<b>Nine</b>	<b>Ten</b>	<b>ABC</b>	<b>SBS</b>
All People	18.5%	16.5%	18.3%	11.9%	5.1%
16-39s	15.3%	15.4%	27.2%	5.0%	3.2%
18-49s	16.5%	16.5%	24.6%	5.7%	3.7%
25-54s	17.3%	16.8%	23.0%	6.7%	4.2%

**Primetime audience demographics for digital channels**

**6:00pm-midnight Week 31, 2016**

<b>Audience shares</b>	<b>Total</b>	<b>16-39s</b>	<b>18-49s</b>	<b>25-54s</b>
7TWO	3.9%	1.6%	1.7%	2.0%
7mate	3.4%	4.8%	4.8%	4.5%
7flix	2.8%	4.1%	3.7%	3.3%
GO!	3.4%	4.8%	4.3%	4.0%
Gem	2.3%	2.3%	2.2%	2.3%
Life	1.9%	2.3%	2.6%	2.6%
One	2.8%	2.3%	2.6%	2.8%
Eleven	2.2%	3.9%	3.6%	3.2%
ABC2	3.1%	3.5%	3.0%	3.0%
ABC3	0.6%	0.4%	0.4%	0.4%
ABC News 24	1.4%	1.0%	1.4%	1.4%
SBS2	0.9%	1.3%	1.3%	1.3%
NITV	0.2%	0.2%	0.2%	0.1%
Food	0.8%	1.3%	1.2%	1.2%

**Primetime audience demographics for combined audiences of all channels.**

**6:00pm-midnight Week 31, 2016**

<b>Audience shares</b>	<b>Seven</b>	<b>Nine</b>	<b>Ten</b>	<b>ABC</b>	<b>SBS</b>
All People	28.6%	24.1%	23.3%	17.0%	7.0%
16-39s	25.8%	24.8%	33.4%	10.0%	6.0%
18-49s	26.7%	25.6%	30.8%	10.5%	6.4%
25-54s	27.1%	25.7%	29.0%	11.5%	6.7%

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 combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers on the combined audiences of all channels.
  - Seven + 7TWO + 7mate + 7flix is up 10% on Nine + Go + Gem + Life and up 10% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
  - 7flix is the most-watched digital channel for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News	#4
Sunday Night	#5	Sunday Night	#5
Border Security	#6	Border Security	#6
Billy Connolly	#9	Billy Connolly	#7
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#4	Seven News	#4
Sunday Night	#5	Sunday Night	#5
Border Security	#8	Border Security	#6

- **Seven News** (1.212 million). Seven News wins network – up 56,000 viewers on Nine News, a 5% audience advantage.
- **Sunday Night** (0.927 million) peaks at 1.088 million, delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 27 share in total viewers, 25 share in 16-39s and 25 share in 25-54s.
- **Border Security** (0.732 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.
- 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 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	#4
Seven News – Today Tonight	#3	Seven News – Today Tonight	#5
		Highway Patrol	#9
		Home and Away	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#4	Seven News	#4
Home and Away	#5	Seven News – Today Tonight	#5
Seven News – Today Tonight	#6	Highway Patrol	#7
Highway Patrol	#8	Home and Away	#8

- **Seven News** (1.237 million). Seven News wins network – up 163,000 viewers on Nine News, a 15% audience advantage.
- **Seven News – Today Tonight** (1.163 million). Seven News – Today Tonight wins network – up 148,000 viewers on Nine News 6:30, a 15% audience advantage.

## Tuesday

- Seven wins in news.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for total viewers, 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.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Seven News	#7
Seven News – Today Tonight	#5	Seven News – Today Tonight	#8
		Home and Away	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven News – Today Tonight	#5	Seven News – Today Tonight	#7
Seven News	#7	Seven News	#8
Home and Away	#8	Home and Away	#9

- **Seven News** (1.176 million). Seven News wins network – up 24,000 viewers on Nine News, a 2% audience advantage.
- **Seven News – Today Tonight** (1.139 million). Seven News – Today Tonight wins network – up 72,000 viewers on Nine News 6:30, a 7% audience advantage.

## Wednesday

- Seven wins in news.
- 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 7% on Nine + Go + Gem + Life and up 13% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.

- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins 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	#1	Seven News	#6
Seven News – Today Tonight	#3	Seven News – Today Tonight	#7
Home and Away	#10	Home and Away	#9
		Border Security	#10
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#5	Home and Away	#6
Border Security	#7	Seven News	#7
Seven News	#10	Border Security	#9

- **Seven News** (1.048 million). Seven News wins network – up 41,000 viewers on Nine News, a 4% audience advantage.
- **Seven News – Today Tonight** (0.964 million). Seven News – Today Tonight wins network – up 12,000 viewers on Nine News 6:30, a 1% audience advantage.

#### Thursday

- Seven wins in news.
- 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 5% on Nine + Go + Gem + Life and up 11% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
  - 7TWO is the most-watched digital channel for total viewers.
- 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	#1	Seven News	#5
Seven News – Today Tonight	#3	Seven News – Today Tonight	#6
Home and Away	#8	Home and Away	#9
		Surveillance Oz	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven News – Today Tonight	#6	Seven News	#7
Seven News	#7	Seven News – Today Tonight	#8
Home and Away	#9	Home and Away	#9

- **Seven News** (1.050 million). Seven News wins network – up 50,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (0.973 million). Seven News – Today Tonight wins network – up 24,000 viewers on Nine News 6:30, a 3% audience advantage.

## Friday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 47% on Nine and up 137% on Ten in total viewers.
  - Seven is up 38% on Nine and up 106% on Ten in 16-39s. Seven is up 40% on Nine and up 101% on Ten in 18-49s. Seven is up 34% on Nine and up 92% 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.
  - 7flix is the most-watched digital channel for 16-39s and 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 54% on Nine (Nine + Go + Gem + Life) and up 132% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 40% on Nine and up 119% on Ten in 16-39s. Seven is up 42% on Nine and up 108% on Ten in 18-49s. Seven is up 36% on Nine and up 92% 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:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#3
Seven News – Today Tonight	#3	Seven News – Today Tonight	#4
Better Homes and Gardens	#4	Better Homes and Gardens	#6
The Chase	#8	AFL on Seven	#9
<b>16-39s</b>		<b>18-49s</b>	
Better Homes and Gardens	#4	Better Homes and Gardens	#3
Seven News – Today Tonight	#5	Seven News – Today Tonight	#4
AFL on Seven	#6	Seven News	#6
Seven News	#8	AFL on Seven	#7

- **Seven News** (0.958 million). Seven News wins network – up 46,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (0.993 million). Seven News – Today Tonight wins network – up 54,000 viewers on Nine News 6:30, a 7% audience advantage.

- **Better Homes and Gardens** (0.751 million – not broadcast in Adelaide) delivers in all key audiences – 32 share in total viewers, 32 share in 16-39s, 32 share in 18-49s and 30 share in 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.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 39% on Nine and up 168% on Ten in total viewers.
  - Seven ties with Nine and is up 91% on Ten in 16-39s. Seven is up 15% on Nine and up 110% on Ten in 18-49s. Seven is up 16% on Nine and up 133% 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 25% on Nine (Nine + Go + Gem + Life) and up 192% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 16% on Nine and up 155% on Ten in 16-39s. Seven is up 20% on Nine and up 158% on Ten in 18-49s. Seven is up 18% on Nine and up 176% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#2
AFL on Seven	#6	AFL on Seven	#4
AFL on Seven: Pre-Match	#10	AFL on Seven: Pre-Match	#6
		AFL on Seven: Post-Match	#8
		Weekend Sunrise	#9
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#1	Seven News	#1
AFL on Seven	#5	AFL on Seven	#4
AFL on Seven: Post-Match	#7	AFL on Seven: Pre-Match	#6
AFL on Seven: Pre-Match	#9	AFL on Seven: Post-Match	#7

- **Seven News** (0.852 million). Seven News wins network – up 90,000 viewers on Nine News, a 12% 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 31 Primetime Shares**

ABC1:	11.9%
Seven:	18.5%
Nine:	16.5%
Ten:	18.3%
SBS1:	5.1%

ABC2:	3.1%
ABC3:	0.6%
ABC News 24:	1.4%
7TWO:	3.9%
7mate:	3.4%
7flix:	2.8%
GO!:	3.4%
Gem:	2.3%
Life:	1.9%
One:	2.8%
Eleven:	2.2%
SBS2:	0.9%
Food:	0.8%
NITV:	0.2%

**Week 31 Combined Multiple Channels Primetime Shares**

ABC1:	17.0%
Seven:	28.6%
Nine:	24.1%
Ten:	23.3%
SBS:	7.0%

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