

29 August 2016

Seven Network Ratings Report

Week 35: 20 August – 27 August 2016

Seven wins in primetime on primary channels.

- Seven is number 1 for total viewers.

Seven wins in primetime on digital channels.

- 7TWO and 7mate are number 1 for total viewers.

Seven wins in primetime on combined audiences.

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combines to win primetime in total viewers 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 at 5:30pm.

- The Chase leads Hot Seat.

Seven wins in breakfast television.

- Sunrise leads Today.

Seven wins in morning television.

- The Morning Show leads Today Extra.

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.
- 7mate is number 1 for 18-49s and 25-54s 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.



The Olympic Games on Seven dominates.

- The Olympic Games on Seven peaks at 1.0 million (metropolitan and regional) during the morning, 1.1 million during the afternoon and 1.2 million in primetime and delivers Seven a 39.8% audience share across the broadcast day on Sunday.
- The Olympic Games on Seven: The Closing Ceremony delivers a total metropolitan and regional combined audience of 0.889 million and peaks at 1.2 million across its 9:00am-midday AEST Monday timeslot.

Seven wins in breakfast television and morning television across Australia.

- Sunrise = 571,000 vs Today = 494,000
 - The Morning Show = 232,000 vs Today Extra = 191,000
- Metropolitan and Regional Combined Audiences

Seven delivers in the most-watched programmes across Australia.

- | | |
|--|---------------|
| - Seven News – Sunday | 2.017 million |
| - Seven News | 1.712 million |
| - Zumbo’s Just Desserts – Monday | 1.580 million |
| - Seven News – Today Tonight | 1.562 million |
| - 800 Words | 1.437 million |
| - Home and Away | 1.319 million |
| - Zumbo’s Just Desserts – Tuesday | 1.287 million |
| - Seven News – Saturday | 1.206 million |
| - Zumbo’s Just Desserts – Wednesday | 1.122 million |
| - The Chase | 1.118 million |
| - Better Homes and Gardens | 1.115 million |
| - The Durrells | 1.113 million |
| - Australia’s Cheapest Weddings | 1.068 million |
| - The Olympic Games: In Rio Today – Day 15 | 1.024 million |
| - The Olympic Games – Day 15: Day | 1.010 million |

Metropolitan and Regional Combined Audiences

Seven delivers in primetime across the week.

- Zumbo's Just Desserts peaks at 1.310 million, wins its timeslot, and is Monday's number one most-watched programme for 16-39s, 18-49s and 25-54s.
- Australia's Cheapest Weddings delivers in every key audience demographic and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- Zumbo's Just Desserts peaks at 1.163 million and is one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s.
- 800 Words peaks at 1.115 million, is one of Tuesday's top two most-watched programmes for 18-49s and dominates in total viewers, 16-39s, 18-49s and 25-54s.
- Winners and Losers wins in total viewers, 16-39s, 18-49s and 25-54s.
- Zumbo's Just Desserts ranks in Wednesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.
- 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.

Primetime audience demographics for primary channels

6:00pm-midnight Week 35, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	20.0%	19.5%	12.9%	12.2%	4.9%
16-39s	19.2%	20.4%	17.5%	5.2%	3.3%
18-49s	19.8%	20.7%	17.0%	5.9%	3.5%
25-54s	20.0%	20.9%	16.1%	6.7%	3.7%

Primetime audience demographics for digital channels

6:00pm-midnight Week 35, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	3.6%	1.9%	2.1%	2.2%
7mate	3.6%	4.1%	4.2%	4.1%
7flix	2.2%	2.7%	2.7%	2.7%
GO!	3.6%	5.8%	4.9%	4.6%
Gem	2.6%	2.3%	2.3%	2.4%
Life	1.9%	2.2%	2.3%	2.4%
One	3.0%	2.3%	2.8%	3.1%
Eleven	2.6%	4.6%	4.1%	3.6%
ABC2	3.4%	4.2%	3.6%	3.5%
ABC3	0.7%	0.5%	0.4%	0.4%
ABC News 24	1.4%	1.1%	1.2%	1.3%
SBS2	0.8%	1.2%	1.1%	1.1%
NITV	0.2%	0.2%	0.1%	0.1%
Food	0.8%	1.4%	1.2%	1.2%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 35, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.5%	27.6%	18.5%	17.7%	6.7%
16-39s	27.9%	30.6%	24.5%	11.0%	6.0%
18-49s	28.7%	30.3%	23.9%	11.2%	6.0%
25-54s	29.0%	30.2%	22.8%	11.9%	6.1%

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 primary channels.
 - Seven is number one for total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO 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 1 for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 9% on Nine (Nine + Go + Gem + Life) and up 61% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 3% on Nine and up 61% on Ten in 16-39s. Seven is up 11% on Nine and up 34% on Ten in 18-49s. Seven is up 8% on Nine and up 40% on Ten in 25-54s.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
Olympic Games: In Rio Today	#8	Olympic Games: In Rio Today	#7
Olympic Games: Day	#9	Olympic Games: Day	#8
		Olympic Games: Evening	#9
16-39s		18-49s	
Seven News	#4	Seven News	#4
Olympic Games: In Rio Today	#7	Olympic Games: In Rio Today	#7
Olympic Games: Day	#8	Olympic Games: Evening	#8
Olympic Games: Evening	#9	Olympic Games: Day	#9

- **Seven News** (1.391 million). Seven News wins network – up 233,000 viewers on Nine News, a 20% audience advantage.
- **The Olympic Games on Seven** peaks at 1.0 million (metropolitan and regional) during the morning, 1.1 million during the afternoon and 1.2 million in primetime and delivers Seven a 39.8% audience share across the broadcast day.

Monday

- 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 15% on Nine and up 43% on Ten in total viewers.
 - Seven is up 35% on Nine and up 19% on Ten in 16-39s. Seven is up 28% on Nine and up 21% on Ten in 18-49s. Seven is up 16% on Nine and up 27% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- 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 37% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 8% on Nine and up 3% on Ten in 16-39s. Seven is up 5% on Nine and up 7% on Ten in 18-49s. Seven is up 2% on Nine and up 14% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Zumbo's Just Desserts	#1
Seven News – Today Tonight	#2	Seven News – Today Tonight	#4
Zumbo's Just Desserts	#3	Seven News	#5
Home and Away	#9	Cheapest Weddings	#8
16-39s		18-49s	
Zumbo's Just Desserts	#1	Zumbo's Just Desserts	#1
Cheapest Weddings	#5	Cheapest Weddings	#6
Seven News	#7	Seven News – Today Tonight	#7
Seven News – Today Tonight	#8	Seven News	#8
Home and Away	#9	Home and Away	#9

- **The Olympic Games on Seven: The Closing Ceremony** delivers a total metropolitan and regional combined audience of 0.889 million and peaks at 1.2 million across its 9:00am-midday AEST timeslot.
- **Seven News** (1.275 million). Seven News wins network – up 197,000 viewers on Nine News, an 18% audience advantage.
- **Seven News – Today Tonight** (1.254 million). Seven News – Today Tonight wins network – up 238,000 viewers on Nine News 6:30, a 23% audience advantage.

- **Home and Away** (0.878 million) peaks 1.094 million and delivers in all key audience demographics – 25 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 26 share in 25-54s.
- **Zumbo's Just Desserts** (1.081 million):
 - peaks at 1.310 million
 - wins its timeslot
 - Monday's number one most-watched programme for 16-39s, 18-49s and 25-54s – 29 share in total viewers, 34 share in 16-39s, 34 share in 18-49s and 34 share in 25-54s.
- **Australia's Cheapest Weddings** (0.708 million) delivers in every key audience demographic and ranks in Monday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 26 share in total viewers, 32 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- **The Olympic Games on Seven: The Closing Ceremony Highlights** wins in total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 32 share in 16-39s, 31 share in 18-49s and 29 share in 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 18-49s and 25-54s.
 - Seven is up 9% on Nine and up 86% on Ten in total viewers.
 - Seven is up 94% on Ten in 16-39s. Seven is up 3% on Nine and up 73% on Ten in 18-49s. Seven is up 2% on Nine and up 68% 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 on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix is up 12% on Nine + Go + Gem + Life and up 92% on Ten + One + Eleven in total viewers.
- 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	800 Words	#2
Seven News – Today Tonight	#2	Zumbo's Just Desserts	#3
800 Words	#7	Seven News – Today Tonight	#5
Zumbo's Just Desserts	#8	Seven News	#8
Home and Away	#9	Home and Away	#10
16-39s		18-49s	
Zumbo's Just Desserts	#2	800 Words	#2
800 Words	#4	Zumbo's Just Desserts	#3
Home and Away	#5	Seven News – Today Tonight	#5
Seven News – Today Tonight	#6	Home and Away	#7
Seven News	#8	Seven News	#9

- **Seven News** (1.140 million). Seven News wins network – up 130,000 viewers on Nine News, a 13% audience advantage.
- **Seven News – Today Tonight** (1.128 million). Seven News – Today Tonight wins network – up 106,000 viewers on Nine News 6:30, a 10% audience advantage.
- **Home and Away** (0.826 million) peaks at 1.005 million and delivers in all key audience demographics and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 30 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.
- **Zumbo's Just Desserts** (0.830 million):
 - peaks at 1.163 million
 - one of Tuesday's top three most-watched programmes for 16-39s, 18-49s and 25-54s – 26 share in total viewers, 29 share in 16-39s, 29 share in 18-49s and 28 share in 25-54s
- **800 Words** (0.877 million):
 - peaks at 1.115 million
 - one of Tuesday's top two most-watched programmes for 18-49s and 25-54s
 - dominates in total viewers, 16-39s, 18-49s and 25-54s – 34 share in total viewers, 35 share in 16-39s, 37 share in 18-49s and 36 share in 25-54s
- **Winners and Losers** (0.514 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 34 share in total viewers, 42 share in 16-39s, 39 share in 18-49s and 37 share in 25-54s.

Wednesday

- 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. 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	#2	Seven News – Today Tonight	#4
Home and Away	#7	Zumbo's Just Desserts	#7
		Home and Away	#10
16-39s		18-49s	
Home and Away	#5	Zumbo's Just Desserts	#5
Zumbo's Just Desserts	#6	Home and Away	#7
Seven News	#8	Seven News	#8
Seven News – Today Tonight	#10	Seven News – Today Tonight	#9

- **Seven News** (1.145 million). Seven News wins network – up 141,000 viewers on Nine News, a 14% audience advantage.
- **Seven News – Today Tonight** (1.090 million). Seven News – Today Tonight wins network – up 176,000 viewers on Nine News 6:30, a 19% audience advantage.
- **Home and Away** (0.828 million) delivers in all key audience demographics and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 26 share in total viewers, 29 share in 16-39s, 29 share in 18-49s and 28 share in 25-54s.
- **Zumbo's Just Desserts** (0.734 million) ranks in Wednesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

Thursday

- Seven wins in news.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#7
Seven News – Today Tonight	#4	Seven News – Today Tonight	#9
Home and Away	#10		
16-39s		18-49s	
Home and Away	#7	Seven News	#8
Seven News	#10	Home and Away	#10

- **Seven News** (1.002 million). Seven News wins network – up 9,000 viewers on Nine News, a 1% 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 16% on Nine and up 89% on Ten in total viewers.
 - Seven is up 20% on Nine and up 85% on Ten in 16-39s. Seven is up 9% on Nine and up 64% on Ten in 18-49s. Seven is up 8% on Nine and up 60% 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 1 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 88% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 16% on Nine and up 95% on Ten in 16-39s. Seven is up 16% on Nine and up 75% on Ten in 18-49s. Seven is up 18% on Nine and up 67% 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	#1	Seven News	#1
Seven News – Today Tonight	#2	Seven News – Today Tonight	#3
Better Homes and Gardens	#5	Better Homes and Gardens	#9
The Chase	#7	AFL on Seven	#10
16-39s		18-49s	
Seven News – Today Tonight	#1	Seven News	#1
Seven News	#3	Seven News – Today Tonight	#3
AFL on Seven	#4	Better Homes and Gardens	#8
Better Homes and Gardens	#6	AFL on Seven	#9

- **Seven News** (0.997 million). Seven News wins network – up 155,000 viewers on Nine News, an 18% audience advantage.
- **Seven News – Today Tonight** (0.916 million). Seven News – Today Tonight wins network – up 118,000 viewers on Nine News 6:30, a 15% audience advantage.
- **Better Homes and Gardens** (0.672 million – not broadcast in Adelaide) 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 – 29 share in total viewers, 28 share in 16-39s, 27 share in 18-49s and 26 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 33% on Nine and up 241% on Ten in total viewers.
 - Seven is up 3% on Nine and up 119% on Ten in 16-39s. Seven is up 10% on Nine and up 136% on Ten in 18-49s. Seven is up 8% on Nine and up 147% on Ten in 25-54s.
- 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 9% on Nine + Go + Gem + Life and up 191% on Ten + One + Eleven in total viewers.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
		AFL on Seven	#7
16-39s		18-49s	
Seven News	#1	Seven News	#1
AFL on Seven	#8	AFL on Seven	#6
		Code Black	#8

- **Seven News** (0.806 million). Seven News wins network – up 52,000 viewers on Nine News, a 7% 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 35 Primetime Shares**

ABC1:	12.2%
Seven:	20.0%
Nine:	19.5%
Ten:	12.9%
SBS1:	4.9%

ABC2:	3.4%
ABC3:	0.7%
ABC News 24:	1.4%
7TWO:	3.6%
7mate:	3.6%
7flix:	2.2%
GO!:	3.6%
Gem:	2.6%
Life:	1.9%
One:	3.0%
Eleven:	2.6%
SBS2:	0.8%
Food:	0.8%
NITV:	0.2%

Week 35 Combined Multiple Channels Primetime Shares

ABC1:	17.7%
Seven:	29.5%
Nine:	27.6%
Ten:	18.5%
SBS:	6.7%

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