

24 October 2016

## Seven Network Ratings Report

**Week 43: 16 October – 22 October 2016**

### 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.

### Seven wins in news.

- Seven News leads Nine News.
- Seven News – Today Tonight leads Nine News 6:30.

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

- Sunrise = 532,000 vs Today = 452,000
- The Morning Show = 237,000 vs Today Extra = 173,000
- Metropolitan and Regional Combined Audiences

### Seven wins at 5:30pm.

- The Chase leads Hot Seat.

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

- |                              |               |
|------------------------------|---------------|
| - Seven News                 | 1.583 million |
| - Seven News – Sunday        | 1.574 million |
| - Seven News – Today Tonight | 1.425 million |
| - The Secret Daughter        | 1.405 million |
| - Better Homes and Gardens   | 1.284 million |
| - The X Factor – Sunday      | 1.249 million |



-	The X Factor – Monday	1.239 million
-	The X Factor – Tuesday	1.236 million
-	Home and Away	1.189 million
-	Seven News – Saturday`	1.164 million
-	Beach Cops	1.087 million
-	Highway Patrol	1.036 million
-	Martin Clunes: Islands of Australia	1.027 million
-	The Chase	1.004 million

Metropolitan and Regional Combined Audiences

#### Primetime audience demographics for primary channels

##### 6:00pm-midnight Week 43, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.7%	19.2%	12.5%	12.2%	5.2%
16-39s	16.4%	20.6%	17.9%	5.4%	2.9%
18-49s	17.0%	21.0%	16.8%	6.3%	3.4%
25-54s	17.5%	21.0%	15.8%	7.2%	4.0%

#### Primetime audience demographics for digital channels

##### 6:00pm-midnight Week 43, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.2%	1.8%	1.8%	2.2%
7mate	3.3%	4.9%	4.7%	4.4%
7flix	2.1%	2.7%	2.7%	2.5%
GO!	4.6%	6.3%	5.8%	5.2%
Gem	2.8%	2.3%	2.3%	2.4%
Life	2.0%	2.1%	2.5%	2.6%
One	3.1%	2.4%	2.7%	3.0%
Eleven	2.7%	5.0%	4.3%	3.8%
ABC2	3.3%	4.4%	3.7%	3.4%
ABC3	0.6%	0.6%	0.5%	0.4%
ABC News 24	1.5%	1.1%	1.3%	1.3%
SBS2	1.0%	1.5%	1.4%	1.4%
NITV	0.1%	0.1%	0.1%	0.1%
Food	1.0%	1.7%	1.5%	1.6%

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

##### 6:00pm-midnight Week 43, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.2%	28.5%	18.3%	17.6%	7.3%
16-39s	25.8%	31.3%	25.3%	11.5%	6.1%
18-49s	26.1%	31.7%	23.8%	11.8%	6.5%
25-54s	26.7%	31.2%	22.6%	12.3%	7.2%

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 scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News	#5
The X Factor	#5	The X Factor	#6
Sunday Night	#9	Sunday Night	#7
<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#5	The X Factor	#5
Seven News	#6	Seven News	#6
Sunday Night	#7	Sunday Night	#7

- **Seven News** (1.070 million). Seven News wins network.
- **The X Factor** (0.806 million) peaks at 1.050 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s and 18-49s.
- **Sunday Night** (0.594 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 primary channels.
  - Seven is number one for total viewers: up 3% on Nine and up 36% on Ten.
- 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 leads Nine + Go + Gem + Life and is up 37% on Ten + One + Eleven in 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 builds on recorded viewing.
  - On recorded viewing over the past seven days, The Secret Daughter climbs 25.9% to deliver a metropolitan markets audience of 1.046 million. The X Factor adds 4.7% in audience on recorded viewing. Home and Away adds 7.4%.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	The Secret Daughter	#4
Seven News – Today Tonight	#2	The X Factor	#7
The Secret Daughter	#7	Seven News	#10
The X Factor	#8		
Home and Away	#10		

<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#5	The X Factor	#5
Home and Away	#6	The Secret Daughter	#6
The Secret Daughter	#7	Home and Away	#9
Seven News – Today Tonight	#9	Seven News	#10
Seven News	#10		

- **Seven News** (1.099 million). Seven News wins network – up 160,000 viewers on Nine News, a 17% audience advantage.
- **Seven News – Today Tonight** (1.086 million). Seven News – Today Tonight wins network – up 117,000 viewers on Nine News 6:30, a 12% audience advantage.
- **Home and Away** (0.772 million) delivers in all key audience demographics – 30 share in 16-39s, 27 share in 18-49s and 25 share in 25-54s.
- **The X Factor** (0.798 million) ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **The Secret Daughter** (0.862 million) peaks at 1.046 million, wins its timeslot and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 25 share in 18-49s and 27 share in 25-54s.

## Tuesday

- 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 2% on Nine + Go + Gem + Life and up 59% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
  - 7mate 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 builds on recorded viewing.
  - On recorded viewing over the past seven days, Home and Away adds 6.9%, The X Factor adds 5.1% and Cold Feet adds 17.8% in audience across metropolitan markets.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News – Today Tonight	#3
Seven News – Today Tonight	#2	Seven News	#5
The X Factor	#8	The X Factor	#6
Home and Away	#9	Home and Away	#10

  

<b>16-39s</b>		<b>18-49s</b>	
Seven News – Today Tonight	#4	The X Factor	#4
The X Factor	#5	Seven News – Today Tonight	#5
Home and Away	#6	Seven News	#7
Seven News	#7	Home and Away	#8

- **Seven News** (1.106 million). Seven News wins network – up 160,000 viewers on Nine News, a 17% audience advantage.
- **Seven News – Today Tonight** (1.090 million). Seven News – Today Tonight wins network – up 168,000 viewers on Nine News 6:30, an 18% audience advantage.
- **Home and Away** (0.742 million) delivers in all key audience demographics – 30 share in 16-39s, 28 share in 18-49s and 25 share in 25-54s.
- **The X Factor** (0.806 million) ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s and delivers in all key audiences – 26 share in total viewers, 25 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.
- **Cold Feet** (0.556 million) – 26 share in total viewers.

### 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 builds on recorded viewing.
  - On recorded viewing over the past seven days, Home and Away adds 7.9% and Blindspot adds 72% in audience.
- 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	#2	Seven News – Today Tonight	#7
Home and Away	#9	Beach Cops	#10
Beach Cops	#10		
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#6	Home and Away	#6
Beach Cops	#7	Beach Cops	#9
Highway Patrol	#8	Seven News – Today Tonight	#10
Seven News	#9		

- **Seven News** (1.038 million). Seven News wins network – up 129,000 viewers on Nine News, a 14% audience advantage.
- **Seven News – Today Tonight** (0.966 million). Seven News – Today Tonight wins network – up 78,000 viewers on Nine News 6:30, an 8% audience advantage.
- **Home and Away** (0.696 million) delivers in all key audience demographics – 31 share in 16-39s, 28 share in 18-49s and 26 share in 25-54s.

## Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: up 7% on Nine and up 14% on Ten.
- 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 and 18-49s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s and 18-49s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 13% on Nine (Nine + Go + Gem + Life) and up 32% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 16% on Nine and up 4% on Ten in 16-39s. Seven is up 7% on Nine and up 4% on Ten in 18-49s.
- Seven News wins live US Presidential Debate Coverage.
- 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.
  - On recorded viewing over the past seven days, Home and Away adds 11.4% and Captain America: The First Avenger adds 9.6% in audience across metropolitan markets.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#2	Seven News – Today Tonight	#5
Home and Away	#8	Home and Away	#8
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#3	Home and Away	#4
Seven News	#8	Seven News	#7
Guardians of the Galaxy	#10	Seven News – Today Tonight	#8

- **Seven News** (0.938 million). Seven News wins network – up 130,000 viewers on Nine News, a 16% audience advantage.
- **Seven News – Today Tonight** (0.882 million). Seven News – Today Tonight wins network – up 101,000 viewers on Nine News 6:30, a 13% audience advantage.
- **Home and Away** (0.680 million) delivers in all key audience demographics and ranks in Thursday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 28 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.
- **Thursday Night At The Movies: Guardians of the Galaxy** (0.298 million) wins in 16-39s, 18-49s and 25-54s – 28 share in total viewers, 41 share in 16-39s, 40 share in 18-49s and 35 share in 25-54s.

## Friday

- 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 58% on Nine and up 86% on Ten in total viewers.
  - Seven leads Nine and Ten in 18-49s. Seven is up 10% on Nine and up 16% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 28% on Nine (Nine + Go + Gem + Life) and up 82% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 2% on Nine and up 35% 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 recorded viewing.
  - On recorded viewing over the past seven days, Better Homes and Gardens adds 5.1%, Martin Clunes: Islands of Australia adds 13.2% and Selling Houses Australia adds 12.6% across metropolitan markets.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
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	#6
Martin Clunes	#6		
The Chase	#8		
<b>16-39s</b>		<b>18-49s</b>	
Seven News – Today Tonight	#2	Seven News	#1
Seven News	#3	Seven News – Today Tonight	#2
Better Homes and Gardens	#6	Better Homes and Gardens	#3

- **Seven News** (0.933 million). Seven News wins network – up 159,000 viewers on Nine News, a 21% audience advantage.
- **Seven News – Today Tonight** (0.862 million). Seven News – Today Tonight wins network – up 87,000 viewers on Nine News 6:30, an 11% audience advantage.
- **Better Homes and Gardens** (0.774 million), wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Friday's top ten most-watched programmes in all key audiences – 33 share in total viewers, 31 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.

- **Martin Clunes: Islands of Australia** (0.634 million) wins in total viewers – 34 share in total viewers.
- **Selling Houses Australia** (0.408 million) wins in total viewers – 30 share in total viewers.

## Saturday

- Seven wins in news.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number 1 for 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 17% on Nine (Nine + Go + Gem + Life) and up 76% on Ten (Ten + One + Eleven) in 16-39s. Seven is up 8% on Nine and up 66% on Ten in 18-49s. Seven is up 9% on Nine and up 77% on Ten in 25-54s.
- 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 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
Thor: The Dark World	#6	Thor: The Dark World	#3
		Clash of the Titans	#8
<b>16-39s</b>		<b>18-49s</b>	
Thor: The Dark World	#3	Thor: The Dark World	#2
Seven News	#4	Seven News	#3
Clash of the Titans	#8	Clash of the Titans	#7

- **Seven News** (0.746 million). Seven News wins network – up 42,000 viewers on Nine News, a 6% audience advantage.
- **Saturday Night At The Movies: Thor: The Dark World** (0.469 million) wins in 16-39s, 18-49s and 25-54s and ranks in Saturday's top three most-watched programmes in all key demographics – 25 share in total viewers, 36 share in 16-39s, 35 share in 18-49s and 34 share in 25-54s.
- **Saturday Night At The Movies: Clash of the Titans** (0.276 million) delivers in all key audiences – 32 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.



**Live and As-Live Data****Week 43 Primetime Shares**

ABC1:	12.2%
Seven:	18.7%
Nine:	19.2%
Ten:	12.5%
SBS1:	5.2%

ABC2:	3.3%
ABC3:	0.6%
ABC News 24:	1.5%
7TWO:	4.2%
7mate:	3.3%
7flix:	2.1%
GO!:	4.6%
Gem:	2.8%
Life:	2.0%
One:	3.1%
Eleven:	2.7%
SBS2:	1.0%
Food:	1.0%
NITV:	0.1%

**Week 43 Combined Multiple Channels Primetime Shares**

ABC1:	17.6%
Seven:	28.2%
Nine:	28.5%
Ten:	18.3%
SBS:	7.3%

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