

31 October 2016

Seven Network Ratings Report

Week 44: 23 October – 29 October 2016



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 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 in primetime on digital channels.

- 7TWO is number 1 for total viewers.
- 7mate is number 1 for 25-54s.

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 breakfast television and morning television across Australia.

- Sunrise = 546,000 vs Today = 462,000
- The Morning Show = 251,000 vs Today Extra = 184,000
- Metropolitan and Regional Combined Audiences

Seven delivers in the most-watched programmes across Australia.

- Seven News – Sunday 1.634 million
- Seven News 1.519 million
- Seven News – Today Tonight 1.389 million
- The Secret Daughter 1.344 million
- The X Factor – Monday 1.272 million
- Home and Away 1.198 million
- The X Factor – Sunday 1.190 million
- Seven News – Saturday 1.170 million
- Beach Cops 1.134 million
- Better Homes and Gardens 1.122 million
- Highway Patrol 1.003 million
- Metropolitan and Regional Combined Audiences

Primetime audience demographics for primary channels

6:00pm-midnight Week 44, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	17.9%	18.7%	13.4%	12.5%	4.9%
16-39s	16.0%	19.1%	20.1%	5.4%	2.5%
18-49s	16.4%	19.7%	18.6%	6.2%	3.0%
25-54s	16.5%	20.1%	17.2%	7.2%	3.6%

Primetime audience demographics for digital channels

6:00pm-midnight Week 44, 2016				
Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.3%	2.1%	2.0%	2.2%
7mate	3.8%	5.4%	5.3%	5.1%
7flix	2.4%	3.7%	3.5%	3.2%
GO!	4.0%	6.2%	5.6%	5.0%
Gem	3.0%	2.5%	2.6%	2.7%
Life	1.9%	2.0%	2.3%	2.5%
One	2.9%	1.9%	2.4%	2.8%
Eleven	3.2%	5.0%	4.8%	4.5%
ABC2	3.0%	3.5%	3.2%	3.0%
ABC Me	0.6%	0.6%	0.5%	0.4%
ABC News 24	1.4%	1.0%	1.3%	1.3%
SBS2	0.8%	1.3%	1.2%	1.2%
NITV	0.1%	0.1%	0.1%	0.2%
Food	1.0%	1.6%	1.5%	1.5%

Primetime audience demographics for combined audiences of all channels.

6:00pm-midnight Week 44, 2016					
Audience shares	Seven	Nine	Ten	ABC	SBS
All People	28.5%	27.7%	19.5%	17.5%	6.8%
16-39s	27.1%	29.9%	27.0%	10.4%	5.5%
18-49s	27.1%	30.2%	25.7%	11.1%	5.9%
25-54s	27.0%	30.2%	24.5%	11.9%	6.5%

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 breakfast television. Weekend Sunrise leads Weekend Today.
- Seven builds on recorded viewing.
 - On recorded viewing over the past seven days, The X Factor adds 4.8% in audience on recorded viewing across metropolitan markets.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	The X Factor	#5
The X Factor	#6	Seven News	#6
		Pitch Perfect	#9
16-39s		18-49s	
The X Factor	#4	The X Factor	#5
Seven News	#8	Seven News	#6
Pitch Perfect	#9	Pitch Perfect	#9

- **Seven News** (1.039 million).
- **The X Factor** (0.750 million) ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **Sunday Night At The Movies: Pitch Perfect** (0.304 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 43 share in 16-39s, 39 share in 18-49s and 37 share in 25-54s.

Monday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 2% on Nine and up 47% 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, 18-49s and 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 56% 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 builds on recorded viewing.
 - On recorded viewing over the past seven days in metropolitan markets, Home and Away adds 7.9%, The X Factor adds 5.4% and The Secret Daughter adds 209,000 viewers, a 24.2% gain.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	The Secret Daughter	#4
Seven News – Today Tonight	#2	Seven News	#5
The Secret Daughter	#6	The X Factor	#6
The X Factor	#10	Seven News – Today Tonight	#7
16-39s		18-49s	
The Secret Daughter	#5	The Secret Daughter	#5
The X Factor	#7	The X Factor	#6
Home and Away	#9		

- **Seven News** (1.017 million). Seven News wins network – up 109,000 viewers on Nine News, a 12% audience advantage.
- **Seven News – Today Tonight** (1.015 million). Seven News – Today Tonight wins network – up 105,000 viewers on Nine News 6:30, a 12% audience advantage.

- **Home and Away** (0.701 million) delivers in all key audience demographics – 28 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.
- **The X Factor** (0.781 million) ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **The Secret Daughter** (0.800 million) peaks at 1.031 million, wins its timeslot and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers and 25 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 4% on Nine + Go + Gem and up 25% 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 digital channel for 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 recorded viewing.
 - On recorded viewing over the past seven days, Home and Away adds 7.4%, The X Factor adds 5.1% and Cold Feet adds 20% in audience across metropolitan markets.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#4	Seven News – Today Tonight	#7
Home and Away	#10		
16-39s		18-49s	
Seven News	#6	Seven News	#4
Home and Away	#7	Seven News – Today Tonight	#8
Seven News – Today Tonight	#10	Home and Away	#10

- **Seven News** (1.083 million). Seven News wins network – up 48,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (0.982 million). Seven News – Today Tonight wins network – up 23,000 viewers on Nine News 6:30, a 2% audience advantage.
- **Home and Away** (0.726 million) delivers in all key audience demographics and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s and 18-49s.

Wednesday

- Seven wins in 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 in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
- Seven builds on recorded viewing.
 - On recorded viewing over the past seven days, Home and Away adds 9.3% in audience.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#7
Seven News – Today Tonight	#3	Seven News – Today Tonight	#10
Home and Away	#10		
16-39s		18-49s	
Home and Away	#6	Seven News	#7
Seven News	#7	Beach Cops	#8
Beach Cops	#8	Home and Away	#9
Highway Patrol	#10	Seven News – Today Tonight	#10

- **Seven News** (0.983 million). Seven News wins network – up 59,000 viewers on Nine News, a 6% audience advantage.
- **Home and Away** (0.691 million) delivers in all key audience demographics – 28 share in 16-39s, 27 share in 18-49s and 25 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 6% on Ten.
- 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 on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix is up 11% on Nine + Go + Gem + Life and up 21% 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, Home and Away adds 8.5% and Guardians of the Galaxy adds 15.1% in audience across metropolitan markets.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News – Today Tonight	#6
Seven News – Today Tonight	#3	Seven News	#7
16-39s		18-49s	
Home and Away	#6	Home and Away	#6
Highway Patrol	#8	Highway Patrol	#10
Seven News – Today Tonight	#9		

- **Seven News** (0.927 million). Seven News wins network – up 58,000 viewers on Nine News, a 7% audience advantage.
- **Seven News – Today Tonight** (0.910 million). Seven News – Today Tonight wins network – up 59,000 viewers on Nine News 6:30, a 7% audience advantage.
- **Thursday Night At The Movies: Fury** (0.290 million) delivers in all key audience demographics – 25 share in total viewers, 26 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.

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 29% on Nine and up 54% on Ten in total viewers.
 - Seven is up 8% on Nine and up 34% on Ten in 16-39s. Seven is up 10% on Nine and up 10% on Ten in 18-49s. Seven is up 5% on Nine and up 7% 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 16% on Nine + Go + Gem + Life and up 57% 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, Better Homes and Gardens adds 4.9%, Martin Clunes: Islands of Australia adds 11.2% and Selling Houses Australia adds 8.6% and 12.1% across metropolitan markets.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#2
Seven News – Today Tonight	#2	Seven News – Today Tonight	#3
Better Homes and Gardens	#5	Better Homes and Gardens	#9
The Chase	#8	Maleficent	#10
16-39s		18-49s	
Seven News	#2	Seven News	#2
Seven News – Today Tonight	#3	Seven News – Today Tonight	#3
Better Homes and Gardens	#4	Better Homes and Gardens	#6
Maleficent	#5	Maleficent	#9

- Seven News** (0.912 million). Seven News wins network – up 126,000 viewers on Nine News, a 16% audience advantage.
- Seven News – Today Tonight** (0.841 million). Seven News – Today Tonight wins network – up 85,000 viewers on Nine News 6:30, an 11% audience advantage.
- Better Homes and Gardens** (0.708 million) wins its timeslot, 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, 30 share in 16-39s, 29 share in 18-49s and 27 share in 25-54s.
- Friday Night At The Movies: Maleficent** (0.407 million) wins in 16-39s, 18-49s and 25-54s – 26 share in total viewers, 34 share in 16-39s, 31 share in 18-49s and 30 share in 25-54s.

Saturday

- Seven wins in news.
- The Melbourne Cup Carnival on Seven: The Victoria Derby dominates across Saturday afternoon.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers, 16-39s and 18-49s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 5% on Nine (Nine + Go + Gem + Life) and up 76% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 18% on Nine and up 102% on Ten in 16-39s. Seven is up 8% on Nine and up 70% on Ten in 18-49s. Seven is up 64% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 18-49s and 25-54s.
 - 7flix is the most-watched digital channel for 16-39s.
- 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	#2	Seven News	#1
The Victoria Derby	#8	Spider-Man	#5
		The Victoria Derby	#6
		Weekend Sunrise	#7
		Weekend Sunrise	#10
16-39s		18-49s	
Seven News	#3	Seven News	#2
Spider-Man	#4	Spider-Man	#4
Weekend Sunrise	#9	The Victoria Derby	#5
The Victoria Derby	#10	Weekend Sunrise	#6
		The Victoria Derby – Late	#9

- Seven News** (0.782 million). Seven News wins network – up 92,000 viewers on Nine News, a 13% audience advantage.
- Saturday Night At The Movies: Spider-Man** (0.316 million) delivers in all key audiences and ranks in Saturday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 29 share in 16-39s and 28 share in 25-54s.

Live and As-Live Data

Week 44 Primetime Shares

ABC1:	12.5%
Seven:	17.9%
Nine:	18.7%
Ten:	13.4%
SBS1:	4.9%

ABC2:	3.0%
ABC Me:	0.6%
ABC News 24:	1.4%
7TWO:	4.3%
7mate:	3.8%
7flix:	2.4%
GO!:	4.0%
Gem:	3.0%
Life:	1.9%
One:	2.9%
Eleven:	3.2%
SBS2:	0.8%
Food:	1.0%
NITV:	0.1%

Week 44 Combined Multiple Channels Primetime Shares

ABC1:	17.5%
Seven:	28.5%
Nine:	27.7%
Ten:	19.5%
SBS:	6.8%

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