

31 July 2017

Seven Network Ratings Report

Week 30: 23 July – 29 July 2017



Seven is number one in 2017

Seven is number 1 in primetime in the current television year.

Seven + 7TWO + 7mate + 7flix combine to deliver Seven market leadership in total viewers across primetime on the combined audiences of all multiple channels in the current television year.

Seven News is number one at 6:00pm across the current television year.

Sunrise leads in breakfast television and The Morning Show leads in morning television across the current television year.

Seven wins in news

- Seven News leads Nine News.

Seven wins at 5:30pm

- The Chase leads Hot Seat.

Seven delivers in the most-watched programmes across Australia

- Seven News – Sunday	1.820 million
- Seven News	1.641 million
- Seven News – Today Tonight	1.476 million
- Seven News – Saturday	1.235 million
- Home and Away	1.189 million
- Sunday Night	1.178 million
- The Force	1.147 million
- The Chase	1.043 million

Seven wins in breakfast television across Australia

- Sunrise = 485,000 vs Today = 416,000

Seven wins in morning television across Australia

- The Morning Show = 223,000 vs Today Extra = 178,000

Seven builds on total viewing over the past seven days

- Sunday Night adds 59,000 viewers and = 1.391 million.
- Home and Away – Monday adds 97,000 viewers and = 1.351 million.
- Home and Away – Tuesday adds 100,000 viewers and = 1.290 million.
- Home and Away - Wednesday adds 99,000 viewers and = 1.308 million.
- Criminal Minds adds 136,000 viewers and = 0.910 million.

Live and As-Live Data

Week 30 Primetime Shares

ABC1:	11.3%
Seven:	17.5%
Nine:	24.0%
Ten:	13.8%
SBS1:	4.3%

ABC2:	3.1%
ABC Me:	0.5%
ABC News 24:	1.4%
7TWO:	3.0%
7mate:	3.3%
7flix:	2.6%
GO!:	3.3%
Gem:	2.3%
Life:	2.2%
One:	2.9%
Eleven:	2.5%
Viceland:	0.9%
Food:	0.9%
NITV:	0.2%

Week 30 Combined Multiple Channels Primetime Shares

ABC:	16.2%
Seven:	26.4%
Nine:	31.9%
Ten:	19.3%
SBS:	6.2%

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

Primetime audience demographics for Week 30: 6:00pm-midnight

	Total People	25-54	16-39	18-49
Seven Network	26.40%	25.70%	25.50%	25.40%
Nine Network	31.90%	33.90%	33.50%	34.30%
Ten Network	19.30%	24.70%	26.80%	25.70%
ABC Network	16.20%	10.40%	9.70%	9.90%
SBS Network	6.20%	5.30%	4.50%	4.80%
Channel 7	17.50%	16.50%	16.20%	16.20%
Channel 9	24.00%	25.50%	25.00%	25.80%
Channel 10	13.80%	18.10%	20.00%	19.00%
ABC	11.30%	5.90%	5.00%	5.20%
SBS	4.30%	2.70%	1.90%	2.20%
7TWO	3.00%	1.40%	1.10%	1.20%
7mate	3.30%	4.30%	4.20%	4.30%
7flix	2.60%	3.40%	4.00%	3.70%
GO!	3.30%	4.10%	4.80%	4.40%
Gem	2.30%	1.60%	1.30%	1.40%
9Life	2.20%	2.70%	2.40%	2.70%
ONE	2.90%	2.90%	2.20%	2.60%
ELEVEN	2.50%	3.60%	4.70%	4.10%
ABC2	3.10%	3.10%	3.60%	3.40%
ABC ME	0.50%	0.30%	0.30%	0.30%
ABC NEWS	1.40%	1.10%	0.80%	1.10%
SBS VICELAND	0.90%	1.20%	1.30%	1.20%
SBS Food Network	0.90%	1.20%	1.20%	1.20%
NITV	0.20%	0.10%	0.10%	0.10%

Primetime Programming Analysis

Sunday

- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- AFL on Seven: Sunday Afternoon Football dominates across Seven and 7mate.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 18-49s and 25-54s.
- Seven builds on total viewing over the past seven days:
 - Sunday Night adds 59,000 viewers for a total audience of 1.391 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	Seven News	#5
Sunday Night	#6	Sunday Night	#6
Border Security	#8	Avengers: Age of Ultron	#8

16-39s		18-49s	
Seven News	#5	Seven News	#5
Sunday Night	#6	Sunday Night	#6
Avengers: Age of Ultron	#8	Avengers: Age of Ultron	#9

Monday

- 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.
 - 7mate is the most-watched digital channel for 25-54s.
- Seven builds on total viewing over the past seven days:
 - Home and Away adds 97,000 viewers for a total audience of 1.351 million.

Tuesday

- 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 wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers.
 - 7flix is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven builds on total viewing over the past seven days:
 - Home and Away adds 100,000 viewers for a total audience of 1.290 million.

Wednesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 8% on Nine and up 4% on Ten.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for 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 6% on Nine + Go + Gem + Life and up 17% on Ten + One + Eleven in total viewers.
- 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 1.308 million.
 - Criminal Minds adds 136,000 viewers for a total audience of 0.910 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#6
Seven News – Today Tonight	#4	Seven News – Today Tonight	#7
Home and Away	#7	The Force	#8
The Force	#8	Border Security	#9
Border Security	#10		
16-39s		18-49s	
Home and Away	#5	Home and Away	#6
Seven News – Today Tonight	#6	Border Security	#8
Seven News	#7	Seven News	#9
Border Security	#10	The Force	#10

Thursday

- 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 scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News – Today Tonight	#5
Seven News – Today Tonight	#2	Seven News	#7
Home and Away	#7	Home and Away	#8
The Chase	#9	Make You Laugh Out Loud	#10
16-39s		18-49s	
Home and Away	#3	Home and Away	#3
Seven News – Today Tonight	#4	Seven News – Today Tonight	#7
Seven News	#7	Seven News	#8
Make You Laugh Out Loud	#10	Make You Laugh Out Loud	#10

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 24% on Nine and up 100% on Ten in total viewers.
 - Seven is up 7% on Nine and up 56% on Ten in 16-39s. Seven is up 11% on Nine and up 41% on Ten in 18-49s. Seven is up 14% on Nine and up 40% 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 26% on Nine (Nine + Go + Gem + Life) and is up 95% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 10% on Nine and up 79% on Ten in 16-39s. Seven is up 10% on Nine and up 52% on Ten in 18-49s. Seven is up 11% on Nine and up 52% 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	#3
Seven News – Today Tonight	#2	Seven News – Today Tonight	#4
The Chase	#7	AFL on Seven	#8
Better Homes and Gardens	#8		
AFL on Seven	#10		
16-39s		18-49s	
AFL on Seven	#3	Seven News	#4
Seven News	#5	Seven News – Today Tonight	#6
Seven News – Today Tonight	#6	AFL on Seven	#8
Better Homes and Gardens	#10		

- **Seven News** (0.899 million). Seven News wins network – up 65,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (0.862 million). Seven News – Today Tonight wins network – up 83,000 viewers on Nine News 6:30, an 11% audience advantage.
- **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 23% on Nine and up 105% on Ten in total viewers.
 - Seven is up 34% on Nine and up 120% on Ten in 16-39s. Seven is up 16% on Nine and up 74% on Ten in 18-49s. Seven is up 5% on Nine and up 54% on Ten in 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 (Seven + 7TWO + 7mate + 7flix) is up 11% on Nine (Nine + Go + Gem + Life) and up 95% on Ten (Ten + One + Eleven) in total viewers.
- 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	#2
		AFL on Seven: Pre-Match	#4
		AFL on Seven	#7
16-39s		18-49s	
Seven News	#1	Seven News	#2
AFL on Seven: Pre-Match	#4	AFL on Seven: Pre-Match	#4
AFL on Seven	#5	AFL on Seven	#5
AFL on Seven: Post-Match	#9		
The Parent Trap	#10		

- **Seven News** (0.831 million). Seven News wins network – up 62,000 viewers on Nine News, an 8% 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.