

12 June 2017

## **Seven Network Ratings Report**

**Week 23: 4 June – 10 June 2017**

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

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

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

- 7mate is number 1 for 25-54s.

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

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combine to win primetime in total viewers, 16-39s and 25-54s on the combined audiences of all multiple channels.

### **Seven wins in news**

- Seven News leads Nine 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 with House Rules: Australia's Number One**

- House Rules = 2.052 million vs The Voice = 1.425 million  
vs Masterchef = 1.225 million

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

- Sunrise = 529,000 vs Today = 444,000
- The Morning Show = 248,000 vs Today Extra = 199,000



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

-	House Rules – Sunday	2.052 million
-	House Rules – Monday	1.990 million
-	Seven News – Sunday	1.940 million
-	Seven News	1.774 million
-	House Rules – Tuesday	1.766 million
-	Seven News – Today Tonight	1.563 million
-	Seven News – Saturday	1.350 million
-	Sunday Night	1.306 million
-	Home and Away	1.296 million
-	Border Security	1.190 million
-	Wanted	1.175 million
-	The Chase	1.121 million
-	The Force	1.120 million
-	Better Homes and Gardens	1.116 million

### **Seven builds on total viewing over the past seven days**

- House Rules – Sunday adds 93,000 viewers and = 2.064 million.
- Home and Away – Monday adds 114,000 viewers and = 1.318 million.
- House Rules – Monday adds 113,000 viewers and = 2.164 million.
- Seven Year Switch – Monday adds 167,000 viewers and = 1.371 million.
- Home and Away – Tuesday adds 110,000 viewers and = 1.437 million.
- House Rules - Tuesday adds 139,000 viewers and = 1.989 million.
- Seven Year Switch adds 130,000 viewers and = 1.128 million.

### **Seven delivers across the week**

- House Rules wins in total viewers, 16-39s, 18-49s and 25-54s, is up 8% on last Sunday, up 25% on The Voice and up 61% on Masterchef, peaks at 1.513 million, and is Sunday's most-watched programme for 16-39s, 18-49s and 25-54s.
- Sunday Night (0.829 million) is up 29% Sunday-on-Sunday and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.481 million and is one of Monday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules peaks at 1.217 million, wins its timeslot and is Tuesday's number one most-watched programme for 16-39s and 25-54s.

- First Dates wins in 16-39s, 18-49s and 25-54s and ranks in Tuesday's top five most-watched programme in all key demographics.
- Border Security ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- The Force ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- AFL on Seven: Thursday Night Football delivers in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven and 7mate.
- 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.

#### **Live and As-Live Data**

##### **Week 23 Primetime Shares**

ABC1:	12.0%
Seven:	21.0%
Nine:	18.9%
Ten:	13.4%
SBS1:	4.8%

ABC2:	2.8%
ABC Me:	0.8%
ABC News 24:	1.7%
7TWO:	3.2%
7mate:	3.4%
7flix:	2.1%
GO!:	3.5%
Gem:	2.6%
Life:	2.3%
One:	3.0%
Eleven:	2.6%
Viceland:	0.8%
Food:	0.9%
NITV:	0.1%

##### **Week 23 Combined Multiple Channels Primetime Shares**

ABC:	17.3%
Seven:	29.8%
Nine:	27.3%
Ten:	19.0%
SBS:	6.6%

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

**Primetime audience demographics for Week 22: 6:00pm-midnight**

	Total People	25-54	16-39	18-49
<b>Seven Network</b>	<b>29.80%</b>	<b>29.70%</b>	<b>29.70%</b>	<b>29.30%</b>
Nine Network	27.30%	28.90%	28.50%	29.40%
Ten Network	19.00%	24.00%	25.60%	24.60%
ABC Network	17.30%	11.90%	11.20%	11.50%
SBS Network	6.60%	5.50%	5.10%	5.20%
<b>Channel 7</b>	<b>21.00%</b>	<b>20.80%</b>	<b>21.50%</b>	<b>20.50%</b>
Channel 9	18.90%	19.80%	19.10%	20.10%
Channel 10	13.40%	17.00%	17.80%	17.20%
ABC	12.00%	6.90%	5.80%	6.30%
SBS	4.80%	3.10%	2.50%	2.80%
<b>7TWO</b>	<b>3.20%</b>	<b>1.70%</b>	<b>1.30%</b>	<b>1.50%</b>
<b>7mate</b>	<b>3.40%</b>	<b>4.30%</b>	<b>3.90%</b>	<b>4.30%</b>
<b>7flix</b>	<b>2.10%</b>	<b>2.90%</b>	<b>3.00%</b>	<b>3.00%</b>
GO!	3.50%	4.30%	5.00%	4.60%
Gem	2.60%	1.70%	1.70%	1.70%
9Life	2.30%	3.10%	2.70%	3.10%
ONE	3.00%	3.00%	2.40%	2.70%
ELEVEN	2.60%	4.00%	5.30%	4.60%
ABC2	2.80%	2.90%	3.50%	3.20%
ABC ME	0.80%	0.50%	0.60%	0.60%
ABC NEWS	1.70%	1.50%	1.40%	1.50%
SBS VICELAND	0.80%	1.00%	1.10%	1.10%
SBS Food Network	0.90%	1.30%	1.40%	1.30%
NITV	0.10%	0.10%	0.10%	0.10%

## Primetime Programming Analysis

### Sunday

- House Rules is Australia's number one.
  - House Rules is up 43% on The Voice and up 95% on Masterchef.
  - House Rules is Sunday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s and 25-54s.
  - Seven leads Nine and is up 83% on Ten in total viewers.
  - Seven is up 20% on Nine and up 27% on Ten in 16-39s. Seven is up 36% on Ten in 18-49s. Seven ties with Nine and is up 48% 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.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s and 25-54s.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 2% on Nine (Nine + Go + Gem + Life) and up 77% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 19% on Nine and up 27% on Ten in 16-39s. Seven is up 35% on Ten in 18-49s. Seven leads Nine and is up 43% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven builds on total viewing over the past seven days:
  - House Rules adds 93,000 viewers for a total audience of 2.064 million.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
House Rules	#1	House Rules	#1
Seven News	#3	Seven News	#5
Sunday Night	#5	Sunday Night	#6
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#1	House Rules	#1
Sunday Night	#3	Sunday Night	#5
Seven News	#6	Seven News	#6

- **Seven News** (1.239 million).
- **House Rules** (1.279 million):
  - wins in total viewers, 16-39s, 18-49s and 25-54s.
  - up 8% on last Sunday.
  - up 25% on The Voice and up 61% on Masterchef.
  - peaks at 1.513 million, wins its timeslot and is Sunday's most-watched programme for 16-39s, 18-49s and 25-54s: 34 share in total viewers, 34 share in 16-39s, 33 share in 18-49s and 34 share in 25-54s.
- **Sunday Night** (0.829 million) is up 29% Sunday-on-Sunday and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers.

## Monday

- Seven wins in news.
- House Rules is Australia's number one: up 9% on Hamish and Andy and up 92% on Masterchef.
- 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 leads Nine + Go + Gem + Life and is up 62% 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 channel for 25-54s.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on total viewing over the past seven days:
  - Home and Away adds 114,000 viewers for a total audience of 1.318 million.
  - House Rules adds 113,000 viewers for a total audience of 2.164 million.
  - Seven Year Switch adds 167,000 viewers for a total audience of 1.371 million.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
House Rules	#2	House Rules	#2
Seven News	#3	Seven News – Today Tonight	#9
Seven News – Today Tonight	#5	Seven News	#10
Home and Away	#9		
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#2	House Rules	#2
Home and Away	#6	Home and Away	#10

- **Seven News** (1.180 million). Seven News wins network – up 51,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (1.125 million). Seven News – Today Tonight wins network – up 45,000 viewers on Nine News 6:30, a 4% audience advantage.
- **Home and Away** (0.837 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s and 18-49s – 25 share in total viewers.
- **House Rules** (1.218 million) peaks at 1.481 million and is one of Monday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 32 share in 16-39s, 31 share in 18-49s and 32 share in 25-54s.
- **Wanted** (0.698 million) delivers in all key audiences.

## Tuesday

- House Rules is Australia's number one: up 44% on Masterchef.
- First Dates wins in 16-39s, 18-49s and 25-54s.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
  - Seven is up 27% on Nine and up 35% on Ten in total viewers.
  - Seven is up 52% on Nine and up 39% on Ten in 16-39s. Seven is up 43% on Nine and up 23% on Ten in 18-49s. Seven is up 42% on Nine and up 23% on Ten in 25-54s.
- Seven wins in primetime on digital channels.
  - 7mate is the most-watched digital channel for total viewers 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 37% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 41% on Nine and up 28% on Ten in 16-39s. Seven is up 39% on Nine and up 20% on Ten in 18-49s. Seven is up 42% on Nine and up 22% on Ten in 25-54s.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on total viewing over the past seven days:
  - Home and Away adds 110,000 viewers for a total audience of 1.437 million.
  - House Rules adds 139,000 viewers for a total audience of 1.989 million.
  - Seven Year Switch adds 130,000 viewers for a total audience of 1.128 million.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	House Rules	#1
House Rules	#4	First Dates	#5
Seven News – Today Tonight	#5	Seven News	#8
Home and Away	#8	Home and Away	#9
The Chase	#10	Seven News – Today Tonight	#10

  

<b>16-39s</b>		<b>18-49s</b>	
House Rules	#1	House Rules	#2
First Dates	#3	First Dates	#5
Home and Away	#6	Home and Away	#7
Seven News	#8	Seven News	#9
Seven News – Today Tonight	#9	Seven News – Today Tonight	#10

- **Seven News** (1.133 million).
- **Seven News – Today Tonight** (1.078 million).
- **Home and Away** (0.790 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 – 26 share in total viewers, 27 share in 16-39s and 25 share in 18-49s.
- **House Rules** (1.087 million) peaks at 1.217 million, wins its timeslot and is Tuesday's number one most-watched programme for 16-39s and 25-54s – 33 share in total viewers, 35 share in 16-39s, 33 share in 18-49s and 34 share in 25-54s.
- **First Dates** (0.589 million) wins in 16-39s, 18-49s and 25-54s and ranks in Tuesday's top five most-watched programme in all key demographics – 25 share in total viewers, 34 share in 16-39s, 31 share in 18-49s and 30 share in 25-54s.

### Wednesday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: up 4% on Nine and up 35% on Ten.
- 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	#4	Seven News – Today Tonight	#7
Home and Away	#7	The Force	#8
Border Security	#9	Home and Away	#9
The Force	#10	Border Security	#10

  

<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#3	Home and Away	#6
Border Security	#6	The Force	#7
The Force	#7	Seven News – Today Tonight	#8
Seven News	#8	Seven News	#9
Seven News – Today Tonight	#9	Border Security	#10



- **Seven News** (1.113 million). Seven News wins network.
- **Home and Away** (0.750 million) delivers in all key audiences and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers and 27 share in 16-39s.
- **Border Security** (0.708 million) ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- **The Force** (0.676 million) ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s

#### 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 27% 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.
- AFL on Seven: Thursday Night Football delivers in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven and 7mate.

#### Friday

- Seven wins in news.
- AFL on Seven: Friday Night Football delivers 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 22% on Nine and up 74% on Ten in total viewers.
  - Seven is up 17% on Nine and up 53% on Ten in 16-39s. Seven is up 11% on Nine and up 33% on Ten in 18-49s. Seven is up 10% on Nine and up 26% 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 17% on Nine (Nine + Go + Gem + Life) and is up 73% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 4% on Nine and up 55% on Ten in 16-39s. Seven is up 3% on Nine and up 42% on Ten in 18-49s. Seven is up 5% on Nine and up 34% 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	#4
Seven News – Today Tonight	#2	Seven News – Today Tonight	#5
Better Homes and Gardens	#5	Better Homes and Gardens	#9
The Chase	#8		
<b>16-39s</b>		<b>18-49s</b>	
Seven News – Today Tonight	#3	Seven News	#4
Seven News	#4	Seven News – Today Tonight	#5
Better Homes and Gardens	#6	Better Homes and Gardens	#10

- **Seven News** (0.966 million). Seven News wins network – up 76,000 viewers on Nine News, a 9% audience advantage.
- **Seven News – Today Tonight** (0.895 million). Seven News – Today Tonight wins network – up 76,000 viewers on Nine News 6:30, a 9% audience advantage.
- **Better Homes and Gardens** (0.660 million – not broadcast in Adelaide on Seven) 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 – 27 share in total viewers.
- **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 delivers 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 71% on Nine and up 185% on Ten in total viewers.
  - Seven is up 81% on Nine and up 250% on Ten in 16-39s. Seven is up 62% on Nine and up 173% on Ten in 18-49s. Seven is up 55% on Nine and up 158% 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 28% on Nine (Nine + Go + Gem + Life) and is up 130% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 28% on Nine and up 128% on Ten in 16-39s. Seven is up 22% on Nine and up 111% on Ten in 18-49s. Seven is up 17% on Ten and up 113% on Ten in 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	#1	Seven News	#1
Border Security	#7	AFL on Seven	#3
AFL on Seven	#8	Border Security	#5
		Weekend Sunrise	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#1	Seven News	#2
AFL on Seven	#3	AFL on Seven	#3
Border Security	#5	Border Security	#7
AFL on Seven: Post-Match	#7	AFL on Seven: Post-Match	#9
The Mummy Returns	#8		
Weekend Sunrise	#10		

- **Seven News** (0.901 million). Seven News wins network – up 119,000 viewers on Nine News, a 15% 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.