

1 May 2017

Seven Network Ratings Report

Week 17: 23 April – 29 April 2017

Seven wins in primetime on primary channels

- Seven is number 1 for 16-39s and 18-49s.

Seven wins in primetime on digital channels

- 7mate is number 1 for total viewers, 16-39s, 18-49s and 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 18-49s 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 delivers in the most-watched programmes across Australia

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules – Wednesday | 1.894 million |
| - My Kitchen Rules – Sunday | 1.868 million |
| - Seven News – Sunday | 1.862 million |
| - My Kitchen Rules – Tuesday | 1.828 million |
| - Seven News | 1.770 million |
| - My Kitchen Rules – Monday | 1.602 million |
| - Seven News – Today Tonight | 1.565 million |
| - Sunday Night | 1.364 million |
| - Seven News – Saturday | 1.293 million |



- Home and Away 1.245 million
- Better Homes and Gardens 1.088 million
- The Chase 1.048 million
- AFL on Seven: ANZAC Day Football 1.043 million

Seven wins in breakfast television and morning television across Australia

- Sunrise = 538,000 vs Today = 445,000
- The Morning Show = 255,000 vs Today Extra = 199,000

Seven builds on total viewing over the past seven days

- Home and Away – Tuesday adds 126,000 viewers for a total audience of 1.303 million.
- My Kitchen Rules- Tuesday adds 207,000 viewers for a total audience of 2.189 million.
- Seven Year Switch – Tuesday adds 128,000 viewers for a total audience of 1.064 million.
- Home and Away – Wednesday adds 131,000 viewers for a total audience of 1.376 million.
- My Kitchen Rules – Wednesday adds 190,000 viewers for a total audience of 2.055 million.

Seven delivers across the week

- My Kitchen Rules peaks at 1.504 million and is Sunday's number one most-watched programme for total viewers and in all key audience demographics.
- Sunday Night peaks at 1.158 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.219 million and is Monday's most-watched programme for 16-39s and one of the top two most-watched programmes for 18-49s and 25-54s.
- Seven Year Switch – Monday wins in 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.487 million, wins in all key audiences and is Tuesday's number one most-watched programme for 16-39s, 18-49s and 25-54s.
- Seven Year Switch – Tuesday wins in 16-39s, 18-49s and 25-54s and ranks in Tuesday's top ten most-watched programmes in all key demographics,
- My Kitchen Rules peaks at 1.448 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Thursday Night At The Movies: Guardians of the Galaxy delivers in all key audiences and ranks in Thursday'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.

Live and As-Live Data**Week 17 Primetime Shares**

ABC1:	11.1%
Seven:	21.9%
Nine:	22.2%
Ten:	8.9%
SBS1:	4.9%

ABC2:	2.7%
ABC Me:	0.5%
ABC News 24:	1.3%
7TWO:	3.4%
7mate:	4.5%
7flix:	2.0%
GO!:	4.2%
Gem:	2.4%
Life:	2.4%
One:	3.0%
Eleven:	2.5%
Viceland:	1.1%
Food:	0.9%
NITV:	0.2%

Week 17 Combined Multiple Channels Primetime Shares

ABC1:	15.6%
Seven:	31.8%
Nine:	31.1%
Ten:	14.4%
SBS:	7.1%

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

Primetime audience demographics for Week 17: 6:00pm-midnight

	Total Individuals	25-54	16-39	18-49
Seven Network	31.8%	32.7%	35.7%	33.5%
Nine Network	31.1%	32.9%	31.4%	32.8%
Network Ten	14.4%	17.6%	17.3%	17.7%
ABC Network	15.6%	10.7%	9.7%	10.1%
SBS Network	7.1%	6.1%	5.9%	5.9%
Seven	21.9%	22.6%	24.4%	22.9%
Nine	22.2%	23.4%	21.2%	22.9%
TEN	8.9%	10.7%	10.3%	10.7%
ABC	11.1%	6.3%	4.9%	5.5%
SBS	4.9%	3.1%	2.7%	2.9%
7TWO	3.4%	1.8%	1.3%	1.5%
7mate	4.5%	5.9%	7.0%	6.4%
7flix	2.0%	2.5%	3.0%	2.7%
9GO!	4.2%	4.9%	5.9%	5.4%
9Gem	2.4%	1.5%	1.5%	1.4%
9Life	2.4%	3.1%	2.8%	3.1%
ONE	3.0%	3.3%	2.5%	3.0%
ELEVEN	2.5%	3.5%	4.5%	4.1%
ABC2	2.7%	2.8%	3.5%	3.1%
ABC ME	0.5%	0.4%	0.5%	0.4%
ABC News 24	1.3%	1.2%	0.9%	1.1%
SBS VICELAND	1.1%	1.5%	1.4%	1.5%
SBS Food Network	0.9%	1.3%	1.6%	1.3%

Primetime Programming Analysis

Sunday

- Seven wins in news.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- My Kitchen Rules dominates: Australia's number one most-watched programme.
- AFL on Seven dominates across Sunday afternoon.
- 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 scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Seven News	#4
Sunday Night	#5	Sunday Night	#6
The Suspects	#9	The Suspects	#8
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Sunday Night	#3	Seven News	#5
Seven News	#6	Sunday Night	#6
AFL on Seven	#9	AFL on Seven	#10

- **Seven News** (1.232 million). Seven News wins network – up 179,000 viewers on Nine News, a 17% audience advantage.
- **My Kitchen Rules** (1.260 million) peaks at 1.504 million and is Sunday's number one most-watched programme for total viewers and in all key audience demographics – 38 share in total viewers, 44 share in 16-39s, 40 share in 18-49s and 40 share in 25-54s.
- **Sunday Night** (0.879 million) peaks at 1.158 million and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 33 share in total viewers, 36 share in 16-39s, 32 share in 18-49s and 34 share in 25-54s.

Monday

- Seven wins in news.
- AFL on Seven dominates across primetime on 7mate.
- 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 14% on Nine (Nine + Go + Gem + Life) and up 165% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 43% on Nine and up 159% on Ten in 16-39s. Seven is up 16% on Nine and up 123% on Ten in 18-49s. Seven is up 10% on Nine and up 124% on Ten in 25-54s.

- Seven wins in 16-39s in primetime on primary channels.
- 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 breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm with The Chase.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	My Kitchen Rules	#2
Seven News – Today Tonight	#5	Seven News – Today Tonight	#5
My Kitchen Rules	#6	Seven News	#6
Home and Away	#9	Seven Year Switch	#7
The Chase	#10		
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#2
Seven Year Switch	#4	Seven Year Switch	#5
AFL on 7mate	#6	Seven News – Today Tonight	#7
Seven News – Today Tonight	#8	Seven News	#9
Home and Away	#9	AFL on 7mate	#10
Seven News	#10		

- **Seven News** (1.075 million). Seven News wins network – up 36,000 viewers on Nine News, a 3% audience advantage.
- **Home and Away** (0.665 million) delivers in all key audience demographics – 30 share in 16-39s and 26 share in 18-49s.
- **My Kitchen Rules** (1.022 million) peaks at 1.219 million and is Monday's most-watched programme for 16-39s and one of the top two most-watched programmes for 18-49s and 25-54s – 32 share in total viewers, 41 share in 16-39s, 36 share in 18-49s and 35 share in 25-54s.
- **Seven Year Switch** (0.493 million) wins in 16-39s, 18-49s and 25-54s – 26 share in total viewers, 40 share in 16-39s, 38 share in 18-49s and 34 share in 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in 16-39s and 18-49s in primetime on primary channels.
 - Seven is up 13% on Nine and up 105% on Ten in 16-39s. Seven leads Nine and is up 89% on Ten in 18-49s. Seven is up 80% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for 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 73% on Ten (Ten + One + Eleven) in 16-39s. Seven is up 6% on Nine and up 68% on Ten in 18-49s. Seven leads Nine and is up 59% on Ten in 25-54s.

- AFL on Seven: ANZAC Day Football dominates across Seven and 7mate.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven builds on recorded viewing over the past seven days:
 - Home and Away adds 126,000 viewers for a total audience of 1.303 million.
 - My Kitchen Rules adds 207,000 viewers for a total audience of 2.189 million.
 - Seven Year Switch adds 128,000 viewers for a total audience of 1.064 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	My Kitchen Rules	#1
Seven News – Today Tonight	#2	Seven News	#3
My Kitchen Rules	#3	Seven News – Today Tonight	#6
AFL on Seven	#8	Seven Year Switch	#7
Home and Away	#9	AFL on Seven	#9
		Home and Away	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Seven News	#3
Seven News – Today Tonight	#6	Seven News – Today Tonight	#6
AFL on Seven	#7	AFL on Seven	#7
Seven Year Switch	#8	Seven Year Switch	#8
Home and Away	#9	Home and Away	#9

- **Seven News** (1.474 million). Seven News wins network – up 264,000 viewers on Nine News, a 22% audience advantage.
- **Seven News – Today Tonight** (1.278 million). Seven News – Today Tonight wins network – up 121,000 viewers on Nine News 6:30, a 10% audience advantage.
- **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 – 25 share in total viewers, 32 share in 16-39s, 30 share in 18-49s and 27 share in 25-54s.
- **My Kitchen Rules** (1.219 million) peaks at 1.487 million, wins in all key audiences and is Tuesday's number one most-watched programme for 16-39s, 18-49s and 25-54s – 34 share in total viewers, 38 share in 16-39s, 36 share in 18-49s and 36 share in 25-54s.
- **Seven Year Switch** (0.551 million) wins in 16-39s, 18-49s and 25-54s and ranks in Tuesday's top ten most-watched programmes in all key demographics – 25 share in total viewers, 40 share in 16-39s, 36 share in 18-49s and 33 share in 25-54s.

Wednesday

- Seven wins in news.
- My Kitchen Rules is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in primetime for 16-39s and 18-49s on primary channels
 - Seven is up 25% on Nine and up 145% on Ten in 16-39s. Seven is up 2% on Nine and up 122% on Ten in 18-49s. Seven is up 126% 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 over the past seven days:
 - Home and Away adds 131,000 viewers and delivers a total audience of 1.376 million.
 - My Kitchen Rules adds 190,000 viewers and delivers a total audience of 2.055 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#3	Seven News – Today Tonight	#6
Seven News – Today Tonight	#5	Seven News	#9
Home and Away	#9	Home and Away	#10
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#3	Home and Away	#5
Aussie Property Flippers	#7	Seven News – Today Tonight	#8
Seven News – Today Tonight	#8	Aussie Property Flippers	#10
Seven News	#10		

- **Seven News** (1.049 million). Seven News wins network.
- **Seven News – Today Tonight** (1.034 million). Seven News – Today Tonight wins network.
- **Home and Away** (0.743 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 – 31 share in 16-39s, 29 share in 18-49s and 25 share in 25-54s.
- **My Kitchen Rules** (1.237 million) peaks at 1.448 million and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 37 share in total viewers, 48 share in 16-39s, 42 share in 18-49s and 40 share in 25-54s.
- **Aussie Property Flippers** (0.548 million) delivers in all key audiences – 27 share in total viewers, 34 share in 16-39s, 31 share in 18-49s and 30 share in 25-54s.

Thursday

- 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.
 - 7mate is the most-watched digital channel for 16-39s and 18-49s
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Seven News – Today Tonight	#4
Seven News – Today Tonight	#4	Seven News	#5
Home and Away	#6	Guardians of the Galaxy	#6
The Chase	#8	Home and Away	#8
16-39s		18-49s	
Home and Away	#1	Guardians of the Galaxy	#3
Guardians of the Galaxy	#2	Home and Away	#4
Seven News – Today Tonight	#5	Seven News – Today Tonight	#6
Seven News	#8	Seven News	#8

- **Home and Away** (0.745 million) delivers in all key audiences and ranks in Thursday's 'top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 31 share in 16-39s, 29 share in 18-49s and 26 share in 25-54s.
- **Thursday Night At The Movies: Guardians of the Galaxy** (0.455 million) delivers in all key audiences and ranks in Thursday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 27 share in total viewers, 38 share in 16-39s, 37 share in 18-49s and 36 share in 25-54s.

Friday

- Seven wins in news.
- AFL on Seven: Friday Night Football dominates across Seven and 7mate.
- Seven wins in in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 39% on Nine and up 129% on Ten in total viewers.
 - Seven is up 65% on Nine and up 113% on Ten in 16-39s. Seven is up 33% on Nine and up 82% on Ten in 18-49s. Seven is up 23% on Nine and up 72% 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 20% on Nine (Nine + Go + Gem + Life) and up 108% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 27% on Nine and up 95% on Ten in 16-39s. Seven is up 13% on Nine and up 74% on Ten in 18-49s. Seven is up 10% 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	#3
Seven News – Today Tonight	#3	Seven News – Today Tonight	#4
Better Homes and Gardens	#7	Better Homes and Gardens	#6
The Chase	#8	AFL on Seven	#7
16-39s		18-49s	
AFL on Seven	#1	AFL on Seven	#3
Seven News – Today Tonight	#3	Seven News	#4
Seven News	#3	Seven News – Today Tonight	#6
Better Homes and Gardens	#6	Better Homes and Gardens	#7
AFL on Seven: Pre-Match	#9		

- **Seven News** (0.921 million). Seven News wins network – up 53,000 viewers on Nine News, a 6% audience advantage.
- **Seven News – Today Tonight** (0.851 million). Seven News – Today Tonight wins network.
- **Better Homes and Gardens** (0.610 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 – 32 share in total viewers, 36 share in 16-39s, 33 share in 18-49s and 32 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

- AFL on Seven: Saturday Night Football dominates across Seven and 7mate.
- Seven wins in in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 45% on Nine and up 192% on Ten in total viewers.
 - Seven is up 85% on Nine and up 213% on Ten in 16-39s. Seven is up 71% on Nine and up 176% on Ten in 18-49s. Seven is up 52% on Nine and up 142% 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 10% on Nine (Nine + Go + Gem + Life) and up 144% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 15% on Nine and up 157% on Ten in 16-39s. Seven is up 9% on Nine and up 122% on Ten in 18-49s. Seven is up 8% on Nine and up 107% 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:

All People		25-54s	
Seven News	#2	Seven News	#2
AFL on Seven	#6	AFL on Seven	#4
AFL on Seven: Pre-Match	#7	AFL on Seven: Pre-Match	#4
16-39s		18-49s	
AFL on Seven	#1	Seven News	#2
AFL on Seven: Pre-Match	#2	AFL on Seven	#3
Seven News	#4	AFL on Seven: Pre-Match	#4

- **AFL on Seven: Saturday Night Football** dominates in total viewers, 16-39s, 18-49s and 25-54s across its primetime broadcast markets on Seven.