

10 July 2017

## **Seven Network Ratings Report**

**Week 27: 2 July – 8 July 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 combined audiences**

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combine to win primetime in total viewers, 16-39s, 18-49s and 25-54s 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 at 5:30pm**

- The Chase leads Hot Seat.

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

- Sunrise = 496,000 vs Today = 409,000

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

- The Morning Show = 246,000 vs Today Extra = 203,000



### **Seven is number one in 2017**

Seven is number 1 for total viewers, 16-39s, 18-49s and 25-54s in primetime in the current television year.

Seven + 7TWO + 7mate + 7flix combine to deliver Seven market leadership in total viewers, 16-39s, 18-49s and 25-54s 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 delivers in the most-watched programmes across Australia**

-	Seven News – Sunday	1.955 million
-	Seven News	1.702 million
-	House Rules – Tuesday	1.627 million
-	House Rules – Sunday	1.623 million
-	House Rules – Monday	1.592 million
-	Seven News – Today Tonight	1.544 million
-	Seven News – Saturday	1.313 million
-	Home and Away	1.202 million
-	Border Security	1.155 million
-	Better Homes and Gardens	1.139 million
-	The Chase	1.132 million
-	Wanted	1.128 million
-	The Force	1.091 million
-	Sunday Night	1.020 million

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

- House Rules – Sunday adds 145,000 viewers and = 1.999 million.
- Sunday Night adds 76,000 viewers and = 1.365 million.
- Home and Away – Monday adds 96,000 viewers and = 1.398 million.
- House Rules – Monday adds 150,000 viewers and = 1.744 million.
- Wanted adds 213,000 viewers and = 1.267 million.
- Home and Away – Tuesday adds 82,000 viewers and = 1.376 million.
- Home and Away – Wednesday adds 101,000 viewers and = 1.226 million.
- Criminal Minds adds 152,000 viewers and = 0.932 million.

### Seven delivers across the week

- House Rules peaks at 1.176 million, is up 29% on Masterchef and ranks in Sunday's top ten most-watched programmes in all key demographics.
- Sunday Night delivers in all key audiences and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- House Rules is up 5% on Masterchef and up 7% on True Story, peaks at 1.110 million, wins its timeslot and ranks in Monday's top ten most-watched programmes in all key audiences.
- House Rules peaks at 1.112 million, wins its timeslot and ranks in Tuesday's top five most-watched programmes in all key audiences.
- 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 27 Primetime Shares

ABC1:	10.9%
Seven:	19.9%
Nine:	18.8%
Ten:	13.3%
SBS1:	6.5%

ABC2:	2.9%
ABC Me:	0.7%
ABC News 24:	1.2%
7TWO:	3.2%
7mate:	3.5%
7flix:	2.4%
GO!:	4.0%
Gem:	2.8%
Life:	2.2%
One:	3.0%
Eleven:	2.5%
Viceland:	1.1%
Food:	1.0%
NITV:	0.1%

##### Week 27 Combined Multiple Channels Primetime Shares

ABC:	15.7%
Seven:	29.0%
Nine:	27.8%
Ten:	18.8%
SBS:	8.7%

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

**Primetime audience demographics for Week 27: 6:00pm-midnight**

	<b>Total People</b>	<b>25-54</b>	<b>16-39</b>	<b>18-49</b>
<b>Seven Network</b>	<b>29.00%</b>	<b>29.00%</b>	<b>29.50%</b>	<b>29.00%</b>
Nine Network	27.80%	28.60%	26.10%	28.00%
Ten Network	18.80%	23.60%	26.20%	24.60%
ABC Network	15.70%	10.40%	10.40%	10.40%
SBS Network	8.70%	8.40%	7.70%	8.10%
<b>Channel 7</b>	<b>19.90%</b>	<b>19.20%</b>	<b>19.40%</b>	<b>19.00%</b>
Channel 9	18.80%	18.80%	16.40%	18.10%
Channel 10	13.30%	17.10%	18.90%	17.80%
ABC	10.90%	6.10%	5.40%	5.70%
SBS	6.50%	5.50%	4.70%	5.30%
<b>7TWO</b>	<b>3.20%</b>	<b>1.90%</b>	<b>1.70%</b>	<b>1.70%</b>
<b>7mate</b>	<b>3.50%</b>	<b>4.50%</b>	<b>4.50%</b>	<b>4.60%</b>
<b>7flix</b>	<b>2.40%</b>	<b>3.40%</b>	<b>3.90%</b>	<b>3.70%</b>
GO!	4.00%	4.90%	5.80%	5.30%
Gem	2.80%	2.00%	1.60%	1.80%
9Life	2.20%	2.90%	2.40%	2.80%
ONE	3.00%	3.00%	2.50%	2.80%
ELEVEN	2.50%	3.50%	4.80%	4.00%
ABC2	2.90%	2.90%	3.70%	3.20%
ABC ME	0.70%	0.40%	0.40%	0.50%
ABC NEWS	1.20%	0.90%	0.90%	0.90%
SBS VICELAND	1.10%	1.40%	1.60%	1.40%
SBS Food Network	1.00%	1.30%	1.40%	1.30%
NITV	0.10%	0.10%	0.10%	0.10%

## Primetime Programming Analysis

### Sunday

- Seven wins in news.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- AFL on Seven: Sunday Afternoon Football dominates across Seven and 7mate.
- Seven builds on total viewing over the past seven days:
  - House Rules adds 145,000 viewers for a total audience of 1.999 million.
  - Sunday Night adds 76,000 viewers for a total audience of 1.365 million.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#2	Seven News	#5
House Rules	#6	House Rules	#6
Sunday Night	#10	Sunday Night	#9
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#4	House Rules	#6
Seven News	#7	Seven News	#7
Sunday Night	#10	Sunday Night	#10

- **Seven News** (1.291 million). Seven News wins network – up 77,000 viewers on Nine News, a 6% audience advantage.
- **House Rules** (1.009 million) peaks at 1.176 million, is up 29% on Masterchef and ranks in Sunday's top ten most-watched programmes in all key demographics – 28 share in total viewers, 28 share in 16-39s, 27 share in 18-49s and 27 share in 25-54s.
- **Sunday Night** (0.632 million) delivers in all key audiences and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.

### Monday

- Seven wins in news.
- House Rules is Australia's number one.
  - House Rules is up 24% on True Story and up 31% on Masterchef across Australia.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: up 11% on Nine and up 31% on Ten.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number one for total viewers on the combined audience of all channels.
  - Seven + 7TWO + 7mate + 7flix is up 12% on Nine + Go + Gem + Life and up 39% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show ties with 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 96,000 viewers for a total audience of 1.398 million.
  - House Rules adds 150,000 viewers for a total audience of 1.744 million.
  - Wanted adds 213,000 viewers for a total audience of 1.267 million.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	House Rules	#6
Seven News – Today Tonight	#4	Seven News	#8
House Rules	#6	Seven News – Today Tonight	#9
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#3	House Rules	#4
Home and Away	#7	Home and Away	#9
Seven News – Today Tonight	#9		

- **Seven News** (1.158 million). Seven News wins network – up 37,000 viewers on Nine News, a 3% audience advantage.
- **Home and Away** (0.735 million) delivers in all key audiences and ranks in Monday's top ten most-watched programmes for 16-39s and 18-49s – 25 share in 16-39s.
- **House Rules** (0.949 million) is up 5% on Masterchef and up 7% on True Story, peaks at 1.110 million, wins its timeslot and ranks in Monday's top ten most-watched programmes in all key audiences – 27 share in total viewers, 27 share in 16-39s, 25 share in 18-49s and 25 share in 25-54s.
- **Wanted** (0.634 million) delivers in all key audiences.

## Tuesday

- Seven wins in news.
- House Rules is Australia's number one.
  - House Rules is up 40% on Masterchef across Australia.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: up 30% on Nine and up 26% on Ten.
- 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, 18-49s and 25-54s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 23% on Nine (Nine + Go + Gem + Lie) and up 31% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 37% on Nine in 16-39s. Seven is up 29% on Nine and leads Ten in 18-49s. Seven is up 26% on Nine and up 6% on Ten in 25-54s.

- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on total viewing over the past seven days:
  - Home and Away adds 82,000 viewers for a total audience of 1.376 million.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News – Today Tonight	#1	House Rules	#2
Seven News	#2	Seven News – Today Tonight	#8
House Rules	#5	Seven News	#9
Home and Away	#9	Home and Away	#10
<b>16-39s</b>		<b>18-49s</b>	
House Rules	#3	House Rules	#3
Seven News – Today Tonight	#5	Seven News – Today Tonight	#8
Home and Away	#6	Home and Away	#9
Behave Yourself	#9	Behave Yourself	#10

- **Seven News** (1.073 million). Seven News wins network – up 57,000 viewers on Nine News, a 6% audience advantage.
- **Seven News – Today Tonight** (1.094 million). Seven News – Today Tonight wins network – up 101,000 viewers on Nine News 6:30, a 10% audience advantage.
- **Home and Away** (0.732 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.
- **House Rules** (0.976 million) peaks at 1.112 million, wins its timeslot and ranks in Tuesday's top five most-watched programmes in all key audiences – 31 share in total viewers, 30 share in 16-39s, 28 share in 18-49s and 29 share in 25-54s.
- **Behave Yourself** (0.510 million) ranks in Tuesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s.

### Wednesday

- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on total viewing over the past seven days:
  - Home and Away adds 101,000 viewers for a total audience of 1.226 million.
  - Criminal Minds adds 152,000 viewers for a total audience of 0.932 million.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#3	Seven News – Today Tonight	#6
Seven News – Today Tonight	#4	Seven News	#7
Border Security	#8	The Force	#8
Home and Away	#9	Border Security	#10
The Force	#10		
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#3	Home and Away	#7
Seven News – Today Tonight	#4	Seven News – Today Tonight	#8
Seven News	#8	Border Security	#9
Border Security	#9	The Force	#10

- **Seven News** (1.055 million).
- **Seven News – Today Tonight** (1.040 million).
- **Home and Away** (0.703 million) delivers in all key audiences and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s and 18-49s – 27 share in 16-39s and 25 share in 18-49s.
- **Border Security** (0.727 million) ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers.

#### Thursday

- Seven wins in news.
- Seven wins in primetime on primary channels.
  - Seven is number one for total viewers: Seven leads Nine and is up 20% on Ten.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number one on the combined audiences of all channels.
  - Seven + 7TWO + 7mate + 7flix is up 4% on Nine + Go + Gem + Life and up 31% 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 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
The Chase	#8	Home and Away	#8
Home and Away	#9		
<b>16-39s</b>		<b>18-49s</b>	
Home and Away	#3	Home and Away	#5
Seven News	#6	Seven News	#6
Seven News – Today Tonight	#7	Seven News – Today Tonight	#8

- **Seven News** (1.019 million). Seven News wins network – up 66,000 viewers on Nine News, a 7% audience advantage.
- **Seven News – Today Tonight** (0.962 million). Seven News – Today Tonight wins network – up 22,000 viewers on Nine News 6:30, a 2% audience advantage.



## 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 33% on Nine and up 117% on Ten in total viewers.
  - Seven is up 55% on Nine and up 57% on Ten in 16-39s. Seven is up 38% on Nine and up 62% on Ten in 18-49s. Seven is up 30% on Nine and up 61% 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 105% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 31% on Nine and up 83% on Ten in 16-39s. Seven is up 22% on Nine and up 76% on Ten in 18-49s. Seven is up 19% and up 75% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise ties with 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 – Today Tonight	#2
Seven News – Today Tonight	#2	Seven News	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#7
The Chase	#7	AFL on Seven	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#3	Seven News – Today Tonight	#3
Seven News – Today Tonight	#4	Seven News	#6
AFL on Seven	#6	Better Homes and Gardens	#7
Better Homes and Gardens	#8	AFL on Seven	#8
The Chase	#9		

- **Seven News** (0.942 million). Seven News wins network – up 38,000 viewers on Nine News, a 4% audience advantage.
- **Seven News – Today Tonight** (0.909 million). Seven News – Today Tonight wins network – up 51,000 viewers on Nine News 6:30, a 6% audience advantage.
- **Better Homes and Gardens** (0.656 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 – 28 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 dominates across Seven and 7mate.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today across 7:00-10:00am.
- Seven wins 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 173% on Ten in total viewers.
  - Seven is up 49% on Nine and up 164% on Ten in 16-39s. Seven is up 31% on Nine and up 188% on Ten in 18-49s. Seven is up 26% on Nine and up 193% 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 15% on Nine (Nine + Go + Gem + Life) and is up 167% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 26% on Nine and up 169% on Ten in 16-39s. Seven is up 11% on Nine and up 175% on Ten in 18-49s. Seven is up 8% on Nine and up 149% on Ten in 2-54s.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Seven News	#2
AFL on Seven	#8	AFL on Seven	#4
		Men in Black 2	#6
		Weekend Sunrise	#10
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#2	Seven News	#2
AFL on Seven	#3	AFL on Seven	#3
AFL on Seven: Post-Match	#5	AFL on Seven: Post-Match	#5
Men in Black 2	#6	Men in Black 2	#9
AFL on Seven: Pre-Match	#9		

- **Seven News** (0.831 million). Seven News wins network – up 37,000 viewers on Nine News, a 5% 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.