

21 November 2016

## **Seven Network Ratings Report**

**Week 47: 13 November – 19 November 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 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 = 572,000 vs Today = 461,000
- The Morning Show = 261,000 vs Today Extra = 199,000

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

- Seven News – Sunday 1.624 million
- Seven News 1.493 million
- Seven News – Today Tonight 1.348 million
- First Dates 1.223 million
- Sunday Night 1.211 million
- Better Homes and Gardens 1.154 million
- First Dates – Wednesday 1.149 million
- Home and Away 1.148 million
- The X Factor – Monday 1.125 million
- Seven News – Saturday 1.105 million

Metropolitan and Regional Combined Audiences

### Primetime audience demographics for primary channels

#### 6:00pm-midnight Week 47, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	18.8%	19.6%	11.7%	12.7%	4.7%
16-39s	18.5%	19.8%	14.8%	5.6%	2.7%
18-49s	18.5%	20.3%	14.4%	6.3%	3.1%
25-54s	18.4%	20.7%	14.0%	7.1%	3.4%

### Primetime audience demographics for digital channels

#### 6:00pm-midnight Week 47, 2016

Audience shares	Total	16-39s	18-49s	25-54s
7TWO	4.0%	1.7%	2.0%	2.2%
7mate	4.1%	6.6%	6.3%	5.8%
7flix	2.3%	3.5%	3.2%	3.0%
GO!	4.8%	7.3%	6.6%	6.1%
Gem	2.7%	2.1%	2.2%	2.4%
Life	2.0%	2.2%	2.4%	2.6%
One	2.9%	2.1%	2.6%	2.8%
Eleven	2.6%	4.7%	4.3%	3.8%
ABC2	2.8%	3.4%	2.9%	2.7%
ABC Me	0.6%	0.5%	0.5%	0.4%
ABC News 24	1.5%	1.2%	1.5%	1.5%
SBS2	1.0%	1.7%	1.6%	1.6%
NITV	0.2%	0.1%	0.1%	0.2%
Food	0.9%	1.3%	1.2%	1.4%

### Primetime audience demographics for combined audiences of all channels.

#### 6:00pm-midnight Week 47, 2016

Audience shares	Seven	Nine	Ten	ABC	SBS
All People	29.2%	29.1%	17.3%	17.6%	6.8%
16-39s	30.4%	31.4%	21.6%	10.8%	5.8%
18-49s	29.9%	31.5%	21.3%	11.1%	6.1%
25-54s	29.4%	31.7%	20.7%	11.7%	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 news.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- 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 builds on recorded viewing.
  - On recorded viewing over the past seven days, The X Factor adds 3.7% and Sunday Night adds 4.1% in audience across metropolitan markets.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#4	Seven News	#5
Sunday Night	#7	Sunday Night	#7
The X Factor	#10	The X Factor	#8
<b>16-39s</b>		<b>18-49s</b>	
Seven News	#6	Seven News	#5
The X Factor	#9	Sunday Night	#7
Sunday Night	#10	The X Factor	#9

### Monday

- 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 6% on Nine + Go + Gem + Life and up 32% 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 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 builds on recorded viewing.
  - On recorded viewing over the past seven days in metropolitan markets, Home and Away adds 6.4%, The X Factor adds 4.0% and The Secret Daughter adds 24.1% in audience.

- 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	#2	Seven News – Today Tonight	#9
Home and Away	#10	The X Factor	#10
<b>16-39s</b>		<b>18-49s</b>	
The X Factor	#5	Seven News	#7
Home and Away	#7	The X Factor	#8
Seven News	#9	Seven News – Today Tonight	#9
Seven News – Today Tonight	#10		

- **Seven News** (1.124 million). Seven News wins network – up 96,000 viewers on Nine News, a 9% audience advantage.
- **Seven News – Today Tonight** (1.049 million). Seven News – Today Tonight wins network – up 51,000 viewers on Nine News 6:30, a 5% audience advantage.
- **Home and Away** (0.717 million) delivers in all key audience demographics – 28 share in 16-39s. 27 share in 18-49s and 25 share in 25-54s.

## Tuesday

- 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 15% on Nine and up 69% on Ten in total viewers.
  - Seven is up 26% on Nine and up 49% on Ten in 16-39s. Seven is up 24% on Nine and up 54% on Ten in 18-49s. Seven is up 14% on Nine and up 49% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number 1 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 87% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 18% on Nine and up 75% on Ten in 16-39s. Seven is up 19% on Nine and up 78% on Ten in 18-49s. Seven is up 12% on Nine and up 74% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- 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 5.4%, First Dates adds 7.0%, Gold Coast Medical adds 6.9% and Cold Feet adds 41.3% in audience in metropolitan markets.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	First Dates	#1
Seven News – Today Tonight	#2	Home and Away	#5
First Dates	#6	Seven News	#6
Home and Away	#10	Seven News – Today Tonight	#7
<b>16-39s</b>		<b>18-49s</b>	
First Dates	#1	First Dates	#1
Home and Away	#4	Home and Away	#3
Seven News	#7	Seven News	#8
Gold Coast Medical	#8	Seven News – Today Tonight	#9
Seven News – Today Tonight	#9	Gold Coast Medical	#10

- **Seven News** (0.954 million). Seven News wins network – up 78,000 viewers on Nine News, a 9% audience advantage.
- **Seven News – Today Tonight** (0.929 million). Seven News – Today Tonight wins network – up 33,000 viewers on Nine News 6:30, a 4% audience advantage.
- **Home and Away** (0.680 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 – 30 share in 16-39s, 30 share in 18-49s and 28 share in 25-54s.
- **First Dates** (0.803 million) wins its timeslot in total viewers and in all key demographics and is Tuesday's most-watched programme for 16-39s, 18-49s and 25-54s – 30 share in total viewers, 42 share in 16-39s, 41 share in 18-49s and 37 share in 25-54s.
- **Gold Coast Medical** (0.584 million) wins its timeslot and ranks in Tuesday's top ten most-watched programmes for total viewers, 16-39s and 18-49s – 27 share in total viewers, 31 share in 16-39s, 29 share in 18-49s and 28 share in 25-54s.

### Wednesday

- 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 4% on Nine and up 67% on Ten in total viewers.
  - Seven is up 74% on Nine and up 44% on Ten in 16-39s. Seven is up 41% on Nine and up 51% on Ten in 18-49s. Seven is up 18% on Nine and up 57% 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 4% on Nine (Nine + Go + Gem + Life) and up 59% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 41% on Nine and up 19% on Ten in 16-39s. Seven is up 26% on Nine and up 26% on Ten in 18-49s. Seven is up 8% on Nine and up 33% 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.
  - On recorded viewing over the past seven days, Home and Away adds 5.2%, Ramsay's Hotel Hell adds 10.5% and Blindspot adds 82.7% in audience.
- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	First Dates	#1
Seven News – Today Tonight	#2	Surveillance Oz	#3
First Dates	#6	Ramsay's Hotel Hell	#4
Home and Away	#8	Home and Away	#5
		Seven News	#7
		Seven News – Today Tonight	#8
<b>16-39s</b>		<b>18-49s</b>	
First Dates	#1	First Dates	#1
Ramsay's Hotel Hell	#2	Ramsay's Hotel Hell	#3
Home and Away	#3	Home and Away	#4
Surveillance Oz	#5	Surveillance Oz	#5
		Seven News	#10

- **Seven News** (0.949 million). Seven News wins network – up 134,000 viewers on Nine News, a 16% audience advantage.
- **Seven News – Today Tonight** (0.920 million). Seven News – Today Tonight wins network – up 88,000 viewers on Nine News 6:30, an 11% audience advantage.
- **Home and Away** (0.699 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 – 26 share in total viewers, 35 share in 16-39s, 35 share in 18-49s and 32 share in 25-54s.
- **First Dates** (0.758 million) wins its timeslot in total viewers and all key audiences and is Wednesday's number one most-watched programme for 16-39s, 18-49s and 25-54s – 29 share in total viewers, 43 share in 16-39s, 42 share in 18-49s and 40 share in 25-54s.
- **Surveillance Oz** (0.578 million) ranks in Wednesday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 27 share in 16-39s, 32 share in 18-49s and 26 share in 25-54s.
- **Ramsay's Hotel Hell** (0.488 million) wins in 16-39s, 18-49s and 25-54s and ranks in Wednesday's top ten most-watched programmes in all key audience demographics – 36 share in 16-39s, 31 share in 18-49s and 30 share in 25-54s.

#### Thursday

- 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 19% on Nine and up 59% on Ten in total viewers.
  - Seven is up 47% on Nine and up 51% on Ten in 16-39s. Seven is up 34% on Nine and up 47% on Ten in 18-49s. Seven is up 22% on Nine and up 40% on Ten in 25-54s.

- Seven wins in primetime on combined audiences.
  - Seven + 7TWO + 7mate + 7flix is number 1 for total viewers and 16-39s on the combined audiences of all channels.
  - Seven (Seven + 7TWO + 7mate + 7flix) is up 11% on Nine (Nine + Go + Gem + Life) and up 66% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 7% on Nine and up 59% on Ten in 16-39s. Seven is up 46% on Ten in 18-49s. Seven is up 36% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- 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 8.8% and Australia's Cheapest Weddings adds 8.4% in audience across metropolitan markets.

- Seven scores in the most-watched programmes:

<b>All People</b>		<b>25-54s</b>	
Seven News	#1	Cheapest Weddings	#3
Seven News – Today Tonight	#2	Home and Away	#4
Home and Away	#7	Seven News	#6
		Cheapest Weddings	#7
		Seven News – Today Tonight	#9
<b>16-39s</b>		<b>18-49s</b>	
Cheapest Weddings	#1	Cheapest Weddings	#2
Home and Away	#2	Home and Away	#3
Cheapest Weddings	#4	Cheapest Weddings	#5
Seven News	#8	Seven News	#8

- **Seven News** (0.889 million). Seven News wins network – up 40,000 viewers on Nine News, a 5% audience advantage.
- **Seven News – Today Tonight** (0.865 million). Seven News – Today Tonight wins network – up 32,000 viewers on Nine News 6:30, a 4% audience advantage.
- **Home and Away** (0.668 million across 7:00-8:30pm) 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 – 27 share in total viewers, 34 share in 16-39s, 33 share in 18-49s and 30 share in 25-54s.
- **Australia's Cheapest Weddings** (0.538 million) is Thursday's number one most-watched programme for 16-39s and one of the top three most-watched for 18-49s and 25-54s, and wins in total viewers, 16-39s, 18-49s and 25-54s – 28 share in total viewers, 41 share in 16-39s, 38 share in 18-49s and 36 share in 25-54s.
- **Australia's Cheapest Weddings – Episode 2** (0.461 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 32 share in total viewers, 45 share in 16-39s, 40 share in 18-49s and 36 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 36% on Nine and up 86% on Ten in total viewers.
  - Seven is up 5% on Nine and up 36% on Ten in 16-39s. Seven is up 7% on Nine and up 38% on Ten in 18-49s. Seven is up 15% on Nine and up 39% on Ten in 25-54s.
- 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 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 32% on Nine (Nine + Go + Gem + Life) and up 95% on Ten (Ten + One + Eleven) in total viewers.
  - Seven is up 8% on Nine and up 78% on Ten in 16-39s. Seven is up 18% on Nine and up 79% on Ten in 18-49s. Seven is up 24% on Nine and up 77% 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.
  - On recorded viewing over the past seven days in metropolitan markets, Better Homes and Gardens adds 3.8% and Notting Hill adds 5.1% in audience.
- Seven scores in the most-watched programmes:

### All People

Seven News	#1
Seven News – Today Tonight	#3
Better Homes and Gardens	#5
The Chase	#8
Pretty Woman	#9

### 16-39s

Pretty Woman	#1
Seven News	#4
Better Homes and Gardens	#8

### 25-54s

Seven News	#2
Pretty Woman	#3
Better Homes and Gardens	#5
Seven News – Today Tonight	#8

### 18-49s

Seven News	#2
Pretty Woman	#3
Better Homes and Gardens	#6
Seven News – Today Tonight	#10



- **Seven News** (0.890 million). Seven News wins network – up 110,000 viewers on Nine News, a 14% audience advantage.
- **Seven News – Today Tonight** (0.765 million). Seven News – Today Tonight wins network – up 8,000 viewers on Nine News 6:30.
- **Better Homes and Gardens** (0.724 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and ranks in Friday's top ten most-watched programmes in all key audiences – 33 share in total viewers, 33 share in 16-39s, 31 share in 18-49s and 31 share in 25-54s.
- **Friday Night At The Movies: Pretty Woman** (0.546 million) wins in total viewers, 16-39s, 18-49s and 25-54s, and is Friday's most-watched programme for 16-39s and one of the top three most-watched for 18-49s and 25-54s – 36 share in total viewers, 37 share in 16-39s, 34 share in 18-49s and 36 share in 25-54s.

## Saturday

- 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 leads Nine + Go + Gem + Life and is up 83% on Ten + One + Eleven in total viewers.
- 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 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	#3	Seven News	#2
The Amazing Spider-Man	#8	The Amazing Spider-Man	#4
		The Amazing Spider-Man 2	#6
		Weekend Sunrise	#9
<b>16-39s</b>		<b>18-49s</b>	
The Amazing Spider-Man 2	#3	Seven News	#3
The Amazing Spider-Man	#4	The Amazing Spider-Man	#4
Seven News	#5	The Amazing Spider-Man 2	#5
		Weekend Sunrise	#9

- **Seven News** (0.716 million).
- **Saturday Night At The Movies: The Amazing Spider-Man** (0.351 million) delivers in all key audiences and ranks in Saturday's top five most-watched programmes for 16-39s, 18-49s and 25-54s – 26 share in 16-39s, 28 share in 18-49s and 27 share in 25-54s.
- **Saturday Night At The Movies: The Amazing Spider-Man 2** (0.218 million) delivers in all key audiences and ranks in Saturday's top ten most-watched programmes for 16-39s, 18-49s and 25-54s – 37 share in 16-39s, 33 share in 18-49s and 29 share in 25-54s.

**Live and As-Live Data****Week 47 Primetime Shares**

ABC1:	12.7%
Seven:	18.8%
Nine:	19.6%
Ten:	11.7%
SBS1:	4.7%

ABC2:	2.8%
ABC Me:	0.6%
ABC News 24:	1.5%
7TWO:	4.0%
7mate:	4.1%
7flix:	2.3%
GO!:	4.8%
Gem:	2.7%
Life:	2.0%
One:	2.9%
Eleven:	2.6%
SBS2:	1.0%
Food:	0.9%
NITV:	0.2%

**Week 47 Combined Multiple Channels Primetime Shares**

ABC1:	17.6%
Seven:	29.2%
Nine:	29.1%
Ten:	17.3%
SBS:	6.8%

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