

Thursday October 25, 2018

7 Sweeps 2018

 **No.1 network**
12th consecutive year

 **No.1 network**
primetime 6pm-midnight

 **No.1 network**
all day 6am-midnight

 **No.1 channel**
12th consecutive year

 **No.1 multichannel**
total people / P25-54 / men

 **No.1 BVOD live streaming (CFTA)**

 **No.1 news**

 **No.1 breakfast**

 **No.1 drama**

 **No.1 winter sport**

 **No.1 new Aussie show**

 **No.1 morning**

 **No.1 lifestyle program**

 **No.1 5-6pm**

 **No.1 non-sport one-off event**
Royal Wedding:
Prince Harry & Meghan

The Seven Network today confirmed that it will sweep the 2018 ratings year.

After 34 of the 40 ratings weeks Seven has unassailable leads in, and will win, the following categories -

- No.1 Network for Total People – Seven Network (For the 12th consecutive year)
- No.1 Channel for Total People – Channel 7 (For the 12th consecutive year)
- No.1 Multi-channel for Total People, P25-54 & Men – 7mate
- No.1 All Day (6am – Midnight) – Seven Network
- No.1 Primetime (6pm – Midnight) – Seven Network
- No.1 BVOD Live Streaming (CFTA) – 7plus
- No.1 News – 7 News
- No.1 Breakfast - Sunrise
- No.1 Mornings - The Morning Show
- No.1 Winter Sport - AFL
- No.1 Drama - The Good Doctor
- No.1 Lifestyle – Better Homes & Gardens
- No.1 5-6pm Weekdays - The Chase Australia
- No.1 New Aussie Show – The Real Full Monty
- No.1 Non-sport one-off event: Royal Wedding: Prince Harry & Meghan

All results are excluding the Commonwealth Games.

Furthermore, at this point in the ratings year, the Seven Network:

- Is leading the P25-54, P16-39 and P18-49 demographics, and is on track to win them all
- Has the highest commercial share of Total People in OzTAM ratings history (40.4%)
- Has its highest ever shares of P25-54 (37%) P16-39 (36.7%) and P18-49 (36.7%)
- Is the only commercial network to have increased share YoY across Total People, P25-54, P16-39 and P18-49
- Has won 28 of the 33 non-Commonwealth Games ratings weeks

Seven's Director of Network Programming Angus Ross said: *"After a close win last year, we promised to up our game in 2018, and the team has delivered in spades.*

"We've broken records and dominated the ratings throughout the year. In fact, in every month we have never dropped below a 39% share, while our competitors have never been above 39%. Our worst is still better than their best.

"What's particularly pleasing is that this success is down to the strength and depth of our programming across the board. From 6am to midnight, we have the strongest spine of ratings winners, bar none. And with the AFL and Cricket locked up until 2022, Seven can guarantee those mass audiences, and certainty for our advertisers, for years to come."

"We're now looking forward to unveiling our plans for 2019 at our Allfronts tomorrow."

Seven West Media Chief Revenue Officer Kurt Burnette said: *"We said we would deliver and we did. It's always an incredibly important outcome for us when we can deliver for our partners and it is our very clear objective to do that again with audience and business solutions in 2019."*

End.

For more details:

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Sources:

#1 Network, Primary Channel, Primetime & All Day

Source: OzTAM (Metro). Total People. Metro FTA Network & channel share (%). All Day (0600-2400) & primetime (1800-2400). Wks 7-48 (excl. Easter) 2006-2017. 2018: Wks 7-42 (excl. Easter & Comm Games: Wks 14-15). Data: Consolidated (Live + As Live + TSV7) prior to L7D, Overnight (Live + As Live) for L7D.

#1 multichannel

Source: OzTAM (Metro). 7mate. Total People, P25-54 & Men. Metro FTA Channel Share (%), excl. primary channels. Primetime (1800-2400). 2018: Wks 7-42 (excl. Easter & Comm Games: Wks 14-15). Data: Consolidated (Live + As Live + TSV7) prior to L7D, Overnight (Live + As Live) for L7D.

#1 BVOD live streaming – Source: OzTAM (National) VPM. Live streaming Minutes. Date: 01/01-21/10/2018.

#1 News – Source: OzTAM (Metro). Total People. #1 news based on Metro Ave AUD of Seven News & Seven News/Today Tonight: 1800-1900 M-F. Survey YTD 2018 (Wks 7-42, excl. Easter & Comm Games: Wks 14-15). Data: Consolidated (Live + As Live + TSV7) prior to L7D, Overnight (Live + As Live) for L7D.

#1 Breakfast – Source: OzTAM (Metro). Total People. Sunrise (Seven): 0700-0900 M-F (excl. At 5.30/Early/Extended/Live/Special/Weekend (Sat/Sun) editions). Survey YTD 2018 (Wks 7-42, excl. Easter & Comm Games: Wks 14-15). Data: Consolidated (Live + As Live + TSV7) prior to L7D, Overnight (Live + As Live) for L7D.

#1 Morning – Source: OzTAM (Metro). Total People. The Morning Show (Seven): 0900-11:00 (excl. TMS Late/Weekend editions). Survey YTD 2018 (Wks 7-42, excl. Easter & Comm Games: Wks 14-15). Data: Consolidated (Live + As Live + TSV7) prior to L7D, Overnight (Live + As Live) for L7D.

#1 5-6pm Weekday – Source: OzTAM (Metro). Total People. #1 5-6pm weekday based on The Chase Australia at 5pm & The Chase Australia (Seven): 1700-1800 M-F. Survey YTD 2018 (Wks 7-42, excl. Easter & Comm Games: Wks 14-15). Data: Consolidated (Live + As Live + TSV7) prior to L7D, Overnight (Live + As Live) for L7D.

#1 Drama – Source: OzTAM (Metro). Total People. Metro Merged Regular Drama Ranking: Wks 5-42 2018 (excl. any special one-offs/sports/"event drama" (ie. Nine's Underbelly and Seven's Olivia Newton-John/encores/repeats). The Good Doctor (Seven): Wks 5-16 & 41-42 2018 (excl. any encores/repeats). Data: Consolidated (Live + As Live + TSV28) where applicable.

#1 Winter Sport (AFL) – Source: OzTAM (Metro), RegionalTAM (Regional). Total People. 2018 AFL (Seven Network and Fox Sport) and 2018 NRL (Nine Network and Fox Sport). Network National Reach Estimate based on Metro, Regional and National panels for a minute of AFL/NRL telecasts on FTA and/or Fox Sports channels during full season 2018 (incl. match, pre/post, replays, Grand Final Day etc.) Note: National Reach Estimate may include some duplication in regional markets due to Fox Sports not detailing AFL/NRL delivery in Regional panel. Data: Consolidated (Live + As Live + TSV7).

#1 New Aussie Show – Source: OzTAM (Metro). Total People. The Real Full Monty (Seven): 29/07/2018. #1 New Aussie Show based on New Aussie Show Overnight Ave AUD launch ep. Data: Overnight (Live + As Live).

#1 Lifestyle – Source: OzTAM (Metro). Total People. Metro Merged Regular Lifestyle Programme Ranking: Wks 5-42 2018 (excl. any special one-offs/sports/encores/repeats/Nine's Eat Well for Less?). BH&G (Seven): Wks 5-42 2018 (excl. any encores/repeats/7TWO telecasts during AFL). Data: Consolidated (Live + As Live + TSV28) where applicable.

#1 non-sporting one-off event – OzTAM (Metro). Total People. Metro Non-sporting one-off event ranking: Wks 1-42 2018 (excl. any sports/regular programmes). Data: Consolidated (Live + As Live + TSV28) where applicable.

Highest Commercial Share - Source: OzTAM (Metro). Metro Network Commercial Share (%) (excl. ABC/SBS). Primetime (1800-2400). Wks 7-42 (Excl. Easter & Comm Games: Wks 14-15). Data: Consolidated (Live + As Live + TSV7) prior to L7D, Overnight (Live + As Live) for L7D.

About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's leading integrated media companies, with a market-leading presence in broadcast television, magazine and newspaper publishing and online.

The company is the home to many of Australia's leading media businesses – Seven, 7TWO and 7mate, 7flix, Pacific Magazines, The West Australian, The Sunday Times and Yahoo7, and the biggest content brands



including My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, Cricket Australia, the Olympic Games, Better Homes and Gardens, marie claire, Who, PerthNow, racing.com and 7plus.