

PRIME7

#1 IN 2017

PRIME7 NO.1 IN 2017

#1 FOR LOCAL NEWS

#1 FOR NEWS HOUR

#1 FOR LOCAL PUBLIC AFFAIRS

PRIME7 is again the leading regional television network in 2017.

With the official Television Survey Year concluding on Saturday 2nd December, results to date show that **PRIME7** is the **No.1 Regional Network for 2017** with an audience share of **30.6%** across Northern NSW, Southern NSW and Victoria. NINE content affiliates recorded 28.3%, the ABC was in third position with 17.7%, while the TEN content affiliates ranked fourth with 16.6%.

More viewers turn to PRIME7 for news than any other regional network. Across the 6pm to 7pm weeknight news hour, PRIME7 commands a 47.0% commercial audience share; almost half the viewers in the Monday to Friday timeslot. NINE content affiliates have 34.8%, while TEN content affiliates have just 18.2% share of the audience.

- PRIME7 wins 30 of 40 Survey weeks
- PRIME7 No.1 for 6.00pm Weeknight News Hour in 2017
- PRIME7 LOCAL NEWS No.1 local news bulletin in 2017
- DARK SECRETS: AUSTRALIA'S HIDDEN SHAME is the most watched news special in 2017
- LITTLE BIG SHOTS is PRIME7's most watched regular program in 2017
- THE WALL is the most watched game show in 2017
- SUNRISE is the most watched breakfast program in 2017
- HOGES is the highest rating mini-series in 2017
- 800 WORDS is the most watched Australian drama series in 2017
- THE GOOD DOCTOR is the most watched international series and the No.1 new drama in 2017

Source: Regional TAM – Free-to-Air, Northern NSW, Southern NSW and Victoria combined, Total People, Combined Network Shares, Year To Date, 12.02.17 – 29.11.17 (excluding Easter 09.04.17 - 22.04.17), 6.00pm – Midnight, Consolidated 7 Data up to 22.11.17 then Overnight Data | News: Monday – Friday 6.00pm – 7.00pm, 3 Station Commercial Primary Share | Regular Programs: aired 3 or more times | Rankings based on all day parts | PRIME7 Local News airs in Northern Rivers, Tamworth-Taree, ODW and Albury.

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YOUR NO. 1 REGIONAL TELEVISION NETWORK



MEDIA RELEASE