

PRIME7 NO.1 IN 2017

NO.1 5 YEARS IN A ROW

NO.1 LOCAL NEWS

NO.1 NATIONAL NEWS

BIGGEST NEW SERIES LAUNCH IN 2017

PRIME7 is officially the No.1 regional television network in 2017, having now won 21 of the 40 official survey weeks this year during primetime, it is impossible for any other network to overtake, allowing PRIME7 to claim victory for the fifth consecutive year.

Primetime survey year-to-date, PRIME7 has a network audience share of **30.1%** across the combined east coast markets of Northern NSW, Southern NSW and Victoria. 16,000 more viewers than NINE Affiliates currently sitting on 28.4% and 120,000 more viewers than TEN affiliates 17.1%.

PRIME7 is No.1 for local news, dominating in Tamworth/Taree, Orange/Dubbo/Wagga and the Albury markets.

PRIME7 is also No.1 for the weeknight news hour with a **47.2%** audience share in the all-important 6.00pm – 7.00pm timeslot. Viewers continue to switch to PRIME7 for their comprehensive local and national news coverage, with audience share growing **13.3%** on last year.

PRIME7's launch of LITTLE BIG SHOTS was the biggest new series launch of the year with 588,000 viewers and 164,000 more viewers than the much hyped launch of Australian Ninja Warrior.

With 12 weeks of the 40-week survey year remaining there's a stack of big programs still to come on PRIME7 – 800 WORDS, THE SECRET DAUGHTER, MICHAEL HUTCHENCE: THE LAST ROCKSTAR, INSTANT HOTEL, THE SPRING RACING CARNIVAL, THE AFL GRAND FINAL and the new family fun series CANNONBALL TV.

Source: Regional TAM: Free-to-Air, Northern NSW, Southern NSW & Victoria Combined, Total People, 6.00pm – Midnight, Network Shares, Week 7–36 2017 Cons 7 Data up to September 5th otherwise overnight | News Hour Audience, 6.00pm – 7.00pm Monday to Friday, Commercial Primary Shares, Week 7-36 2017 Cons 7 Data up to September 5th otherwise overnight, % increase 2017 Survey Year-To-Date v 2016 Full Survey Year | Local News, 6.00pm – 7.00pm Monday to Friday, Week 7-36 2017 Cons 7 Data up to September 5th otherwise overnight | Little Big Shots launch, average audience 27.08.17, Australian Ninja Warrior launch average audience 9.07.17, Cons 7 Data.

MEDIA RELEASE

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