



Sat 16th Mar 2024

Total TV Consolidated 7 Top 30 Programs

Ranked on reach

Reach totals and program rankings

Total People

People 25-54

People 16-39

Grocery Shoppers (18+)



Total People: Cumulative Reach for 16th Mar 2024 to 22nd Mar 2024



National Total TV Reach

19,604,000



Broadcast TV Reach

16,941,000



BVOD Reach

7,376,000

Rank	Description	Network	Total TV National Reach 	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL	Seven	1,665,000	514,000	0
2	SEVEN NEWS - SAT	Seven	1,653,000	1,004,000	26,000
3	9NEWS SATURDAY	Nine	1,411,000	798,000	40,000
4	A CURRENT AFFAIR -SAT	Nine	1,123,000	690,000	34,000
5	SPACE INVADERS	Nine	1,079,000	511,000	41,000
6	JASON BOURNE	Nine	1,040,000	273,000	10,000
7	ABC NEWS-SA	ABC	961,000	661,000	17,000
8	SEVEN'S HORSE RACING 2024	Seven	874,000	118,000	5,000
9	LIFE AFTER LIFE-EV	ABC	803,000	419,000	35,000
10	GETAWAY	Nine	786,000	371,000	17,000
11	WEEKEND SUNRISE - SAT	Seven	666,000	362,000	19,000
12	ENDEAVOUR-RPT	ABC	661,000	387,000	4,000
13	WEEKEND BREAKFAST-AM	ABC	609,000	206,000	8,000
14	M- FORD V FERRARI (R)	Seven	602,000	154,000	3,000
15	WEEKEND SUNRISE - SAT - LATE	Seven	592,000	315,000	17,000
16	WEEKEND SUNRISE - SAT - EARLY	Seven	546,000	252,000	13,000
17	10 NEWS FIRST SAT	10	537,000	231,000	6,000
18	THE MORNING SHOW - WEEKEND	Seven	536,000	184,000	9,000
19	BORDER SECURITY - AUSTRALIA'S FRONT LINE - DAY (R)	Seven	525,000	282,000	5,000
20	THE BIG BANG THEORY RPT	10	519,000	78,000	1,000
21	WEEKEND TODAY - SATURDAY	Nine	513,000	258,000	23,000
22	WEEKEND TODAY - SATURDAY - LATE	Nine	477,000	250,000	21,000
23	BACK ROADS S10-ENCORE	ABC	476,000	175,000	4,000
24	BRITAIN'S MOST BEAUTIFUL ROAD	SBS	474,000	197,000	4,000
25	BORDER SECURITY - AUSTRALIA'S FRONT LINE (R)	Seven	471,000	249,000	6,000
26	SEVEN NEWS AT 5	Seven	457,000	247,000	6,000
27	THE DOG HOUSE	10	454,000	225,000	3,000
28	TODAY EXTRA - SATURDAY	Nine	452,000	129,000	11,000
29	9NEWS: FIRST AT FIVE	Nine	445,000	260,000	10,000
30	THE DOG HOUSE AUSTRALIA ENCORE	10	443,000	176,000	3,000



People 25-54: Cumulative Reach for 16th Mar 2024 to 22nd Mar 2024



National Total TV Reach

8,095,000



Broadcast TV Reach

6,553,000



BVOD Reach

3,699,000

Rank	Description	Network	Total TV National Reach 	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL	Seven	560,000	175,000	0
2	SEVEN NEWS - SAT	Seven	398,000	211,000	13,000
3	9NEWS SATURDAY	Nine	364,000	204,000	20,000
4	JASON BOURNE	Nine	340,000	93,000	5,000
5	SPACE INVADERS	Nine	313,000	145,000	22,000
6	A CURRENT AFFAIR -SAT	Nine	279,000	156,000	17,000
7	SEVEN'S HORSE RACING 2024	Seven	250,000	34,000	3,000
8	M- FORD V FERRARI (R)	Seven	207,000	57,000	2,000
9	WEEKEND SUNRISE - SAT	Seven	200,000	106,000	11,000
10	THE BIG BANG THEORY RPT	10	199,000	33,000	1,000
11	GETAWAY	Nine	189,000	81,000	9,000
12	WEEKEND SUNRISE - SAT - LATE	Seven	176,000	94,000	10,000
13	WEEKEND TODAY - SATURDAY	Nine	174,000	86,000	13,000
14	THE MORNING SHOW - WEEKEND	Seven	170,000	61,000	5,000
15	WEEKEND BREAKFAST-AM	ABC	165,000	56,000	4,000
16	10 NEWS FIRST SAT	10	152,000	56,000	3,000
17	WEEKEND TODAY - SATURDAY - LATE	Nine	150,000	79,000	12,000
18	INTO THE BLUE 2: THE REEF	Nine	150,000	41,000	3,000
19	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL - POST MATCH	Seven	144,000	55,000	0
20	WEEKEND SUNRISE - SAT - EARLY	Seven	142,000	66,000	7,000
21	TODAY EXTRA - SATURDAY	Nine	139,000	39,000	7,000
22	WEEKEND TODAY - EARLY SATURDAY	Nine	137,000	57,000	9,000
23	ABC NEWS-SA	ABC	130,000	82,000	8,000
24	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL - PRE MATCH	Seven	125,000	73,000	0
25	AMBULANCE AUSTRALIA ENCORE	10	125,000	49,000	1,000
26	BORDER SECURITY - AUSTRALIA'S FRONT LINE (R)	Seven	119,000	61,000	3,000
27	LIFE AFTER LIFE-EV	ABC	119,000	53,000	15,000
28	LEGALLY BLONDE 2: RED, WHITE AND BLONDE -EV	Nine	118,000	26,000	1,000
29	RENOVATE OR REBUILD	Nine	113,000	42,000	3,000
30	M- FORD V FERRARI-PM	Seven	113,000	39,000	1,000



People 16-39: Cumulative Reach for 16th Mar 2024 to 22nd Mar 2024



National Total TV Reach

5,284,000



Broadcast TV Reach

4,050,000



BVOD Reach

2,227,000

Rank	Description	Network	Total TV National Reach 	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL	Seven	247,000	79,000	0
2	SEVEN NEWS - SAT	Seven	152,000	79,000	6,000
3	9NEWS SATURDAY	Nine	141,000	72,000	10,000
4	SEVEN'S HORSE RACING 2024	Seven	124,000	20,000	2,000
5	SPACE INVADERS	Nine	122,000	45,000	10,000
6	A CURRENT AFFAIR -SAT	Nine	112,000	52,000	8,000
7	JASON BOURNE	Nine	100,000	29,000	3,000
8	M- FORD V FERRARI (R)	Seven	85,000	24,000	1,000
9	GETAWAY	Nine	71,000	31,000	4,000
10	THE MORNING SHOW - WEEKEND	Seven	71,000	21,000	3,000
11	WEEKEND SUNRISE - SAT	Seven	66,000	36,000	5,000
12	WEEKEND SUNRISE - SAT - EARLY	Seven	61,000	26,000	3,000
13	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL - POST MATCH	Seven	60,000	22,000	0
14	WEEKEND TODAY - SATURDAY - LATE	Nine	60,000	25,000	6,000
15	10 NEWS FIRST SAT	10	60,000	22,000	1,000
16	THE BIG BANG THEORY RPT	10	58,000	10,000	0
17	WEEKEND TODAY - SATURDAY	Nine	57,000	29,000	6,000
18	TODAY EXTRA - SATURDAY	Nine	57,000	20,000	3,000
19	WEEKEND SUNRISE - SAT - LATE	Seven	57,000	33,000	5,000
20	THE DOG HOUSE AUSTRALIA ENCORE	10	55,000	28,000	1,000
21	RENOVATE OR REBUILD	Nine	53,000	17,000	1,000
22	DAVID ATTENBOROUGH'S DYNASTIES II	Nine	49,000	18,000	1,000
23	RAGE	ABC	47,000	3,000	0
24	BORDER SECURITY - AUSTRALIA'S FRONT LINE - DAY (R)	Seven	46,000	24,000	1,000
25	LEGALLY BLONDE 2: RED, WHITE AND BLONDE -EV	Nine	45,000	12,000	1,000
26	LIFE AFTER LIFE-EV	ABC	44,000	24,000	8,000
27	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL - PRE MATCH	Seven	44,000	28,000	0
28	SEVEN NEWS AT 5	Seven	44,000	26,000	2,000
29	THE DOG HOUSE	10	43,000	22,000	1,000
30	ABC NEWS-SA	ABC	42,000	28,000	4,000



Grocery Shoppers (18+): Cumulative Reach for 16th Mar 2024 to 22nd Mar 2024



National Total TV Reach

12,786,000



Broadcast TV Reach

11,094,000



BVOD Reach

5,259,000

Rank	Description	Network	Total TV National Reach 	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN NEWS - SAT	Seven	1,340,000	820,000	21,000
2	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL	Seven	1,256,000	395,000	0
3	9NEWS SATURDAY	Nine	1,121,000	643,000	32,000
4	A CURRENT AFFAIR -SAT	Nine	887,000	555,000	27,000
5	SPACE INVADERS	Nine	839,000	412,000	34,000
6	JASON BOURNE	Nine	806,000	218,000	8,000
7	ABC NEWS-SA	ABC	782,000	547,000	14,000
8	SEVEN'S HORSE RACING 2024	Seven	676,000	94,000	4,000
9	LIFE AFTER LIFE-EV	ABC	661,000	350,000	29,000
10	GETAWAY	Nine	639,000	307,000	14,000
11	ENDEAVOUR-RPT	ABC	545,000	326,000	3,000
12	WEEKEND SUNRISE - SAT	Seven	539,000	296,000	15,000
13	WEEKEND BREAKFAST-AM	ABC	489,000	167,000	6,000
14	WEEKEND SUNRISE - SAT - LATE	Seven	480,000	261,000	14,000
15	M- FORD V FERRARI (R)	Seven	448,000	118,000	3,000
16	WEEKEND SUNRISE - SAT - EARLY	Seven	439,000	209,000	11,000
17	THE MORNING SHOW - WEEKEND	Seven	438,000	155,000	7,000
18	10 NEWS FIRST SAT	10	430,000	190,000	5,000
19	BORDER SECURITY - AUSTRALIA'S FRONT LINE - DAY (R)	Seven	418,000	229,000	4,000
20	THE BIG BANG THEORY RPT	10	402,000	64,000	1,000
21	WEEKEND TODAY - SATURDAY	Nine	395,000	202,000	19,000
22	BACK ROADS S10-ENCORE	ABC	393,000	145,000	3,000
23	BRITAIN'S MOST BEAUTIFUL ROAD	SBS	386,000	161,000	4,000
24	SEVEN NEWS AT 5	Seven	380,000	207,000	5,000
25	BORDER SECURITY - AUSTRALIA'S FRONT LINE (R)	Seven	378,000	205,000	5,000
26	WEEKEND TODAY - SATURDAY - LATE	Nine	364,000	193,000	17,000
27	THE DOG HOUSE	10	363,000	179,000	2,000
28	9NEWS: FIRST AT FIVE	Nine	362,000	217,000	8,000
29	THE DOG HOUSE AUSTRALIA ENCORE	10	351,000	140,000	2,000
30	TODAY EXTRA - SATURDAY	Nine	343,000	97,000	9,000

Notes

Source:

VOZ 5.0 National Total TV

Total TV includes National Broadcast TV (including 'spill*') and National BVOD.

Cumulative reach totals:

Reporting 'When Watched'** cumulative reach 1 minute (broadcast TV) and 15 secs (BVOD) for all networks (FTA + STV), 2am to 2am for the 7 days from, and including, the report date.

Broadcast TV reach includes viewers who may have also watched BVOD. BVOD reach includes viewers who may have also watched broadcast TV.

Program results:

- Reporting the Top 30 'What Watched'** Consolidated 7 program results by Primary Description ranked on National Total TV Reach, for programs 10 minutes in length or longer, based on final program log information for Free-to-Air (FTA) channels.
- Viewing to BVOD on demand content is aggregated to the related broadcast TV event that aired first ('First Run'), for all viewing on the day of the 'First Run' broadcast, and also for the subsequent seven research days for Consolidated 7 results. Where BVOD on demand content made available on a research day prior to the research day of the related 'First Run' broadcast TV event, the viewing to the BVOD on demand content on those days is not aggregated to the broadcast TV 'First Run' Consolidation result.
- Where the same program is broadcast across more than one channel on the same network (e.g., simulcast across Primary and Multi channels), the audience estimates are summed.

* FTA Broadcast TV 'Spill' relates to viewing to broadcast channels transmitted from a market that is outside of the market being analysed. There are some metropolitan and regional markets that overlap. The viewing by people in an overlap area will contribute to the market that the broadcast originates from. The viewing in a non-overlap area to a broadcast from an adjacent market ('spill viewing') is excluded from that market. The National Total TV results in the VOZ reports includes 'spill' viewing that was otherwise excluded from local markets.

** **'What Watched'** relates to measurement and reporting of viewing to broadcast TV content, whether live or in playback, attributed to the time of original broadcast. **'When Watched'** refers to measurement and reporting of viewing to broadcaster content at the time it was viewed. Broadcast TV playback and VOD can be accumulated from content broadcast multiple weeks prior to the reference week.

Data © OzTAM and Regional TAM 2024. Not to be reproduced, published or communicated (electronically or in hard copy) in whole or in part, without prior written consent of OzTAM and Regional TAM.



For more information on this report you can read the VOZ Guidelines and Frequently Asked Questions on our website [virtualoz.com.au](https://www.virtualoz.com.au)



P: +61 2 9929 7210

E: info@oztam.com.au

W: virtualoz.com.au

Level 2, Suite 1,
124 Walker Street,
North Sydney NSW
2060 Australia

ABN: 87 089 146 396