



**Thu 21st Mar 2024**

# **Total TV Overnight 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 Thu 21st Mar 2024



National Total TV Reach

**12,417,000**



Broadcast TV Reach

**10,735,000**



BVOD Reach

**2,950,000**



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN NEWS	Seven	1,953,000	1,192,000	43,000
2	SEVEN'S AFL: THURSDAY NIGHT FOOTBALL	Seven	1,827,000	671,000	0
3	9NEWS	Nine	1,675,000	937,000	63,000
4	THURSDAY NIGHT NRL LIVE	Nine	1,528,000	617,000	83,000
5	THE CHASE AUSTRALIA	Seven	1,198,000	572,000	20,000
6	TIPPING POINT AUSTRALIA	Nine	1,089,000	570,000	32,000
7	ABC NEWS-EV	ABC	997,000	712,000	25,000
8	SUNRISE	Seven	958,000	390,000	23,000
9	A CURRENT AFFAIR	Nine	948,000	623,000	41,000
10	7.30-EV	ABC	923,000	557,000	21,000
11	THE DOG HOUSE AUSTRALIA	10	901,000	346,000	12,000
12	GOGGLEBOX	10	863,000	454,000	15,000
13	TODAY	Nine	790,000	300,000	31,000
14	9NEWS AFTERNOON	Nine	694,000	382,000	17,000
15	NEWS BREAKFAST-AM	ABC	683,000	235,000	12,000
16	THE PROJECT	10	682,000	245,000	10,000
17	HOME AND AWAY	Seven	648,000	415,000	52,000
18	SEVEN NEWS AT 4	Seven	624,000	299,000	10,000
19	FOREIGN CORRESPONDENT-EV	ABC	622,000	369,000	12,000
20	TIPPING POINT UK	Nine	615,000	386,000	13,000
21	10 NEWS FIRST	10	611,000	282,000	10,000
22	GRAND DESIGNS NEW ZEALAND-EV	ABC	595,000	343,000	8,000
23	LAW AND ORDER: SVU RPT	10	595,000	183,000	0
24	SEVEN'S AFL: THURSDAY NIGHT FOOTBALL - PRE MATCH	Seven	581,000	292,000	0
25	THURSDAY NIGHT NRL LIVE -POST MATCH	Nine	581,000	188,000	31,000
26	THURSDAY NIGHT NRL LIVE -PRE MATCH	Nine	575,000	281,000	32,000
27	DOGS BEHAVING (VERY) BADLY	Seven	567,000	227,000	12,000
28	FOOTBALL: SOCCEROOS V LEBANON	10	552,000	224,000	22,000
29	THE MORNING SHOW	Seven	522,000	223,000	14,000
30	THE MAKING OF THE MELBOURNE INTERNATIONAL FLOWER AND GARDEN	Nine	518,000	173,000	9,000



## People 25-54: Cumulative Reach for Thu 21st Mar 2024



National Total TV Reach

**4,778,000**



Broadcast TV Reach

**3,796,000**



BVOD Reach

**1,502,000**



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN'S AFL: THURSDAY NIGHT FOOTBALL	Seven	664,000	259,000	0
2	THURSDAY NIGHT NRL LIVE	Nine	566,000	245,000	52,000
3	SEVEN NEWS	Seven	503,000	297,000	23,000
4	9NEWS	Nine	481,000	239,000	34,000
5	GOGGLEBOX	10	312,000	180,000	9,000
6	SUNRISE	Seven	299,000	127,000	14,000
7	THE CHASE AUSTRALIA	Seven	295,000	138,000	10,000
8	THE DOG HOUSE AUSTRALIA	10	286,000	111,000	7,000
9	TODAY	Nine	281,000	106,000	19,000
10	TIPPING POINT AUSTRALIA	Nine	280,000	141,000	16,000
11	A CURRENT AFFAIR	Nine	265,000	164,000	23,000
12	THE PROJECT	10	231,000	87,000	6,000
13	LAW AND ORDER: SVU RPT	10	225,000	66,000	0
14	FOOTBALL: SOCCEROOS V LEBANON	10	222,000	100,000	13,000
15	THURSDAY NIGHT NRL LIVE -POST MATCH	Nine	219,000	76,000	20,000
16	THURSDAY NIGHT NRL LIVE -PRE MATCH	Nine	208,000	96,000	20,000
17	NEWS BREAKFAST-AM	ABC	203,000	68,000	6,000
18	HOME AND AWAY	Seven	201,000	124,000	29,000
19	MARRIED AT FIRST SIGHT -WED -ENCORE	Nine	185,000	97,000	4,000
20	SUNRISE -EARLY	Seven	180,000	84,000	9,000
21	SEVEN'S AFL: THURSDAY NIGHT FOOTBALL - PRE MATCH	Seven	179,000	104,000	0
22	SEVEN'S AFL: THURSDAY NIGHT FOOTBALL - POST MATCH	Seven	176,000	96,000	1,000
23	9NEWS AFTERNOON	Nine	168,000	90,000	9,000
24	ABC NEWS-EV	ABC	164,000	113,000	12,000
25	DOGS BEHAVING (VERY) BADLY	Seven	163,000	63,000	7,000
26	TWO AND A HALF MEN RPT	10	163,000	34,000	1,000
27	7.30-EV	ABC	154,000	89,000	10,000
28	TODAY -EARLY	Nine	153,000	72,000	11,000
29	DEAL OR NO DEAL	10	152,000	90,000	8,000
30	SEVEN NEWS AT 4	Seven	150,000	73,000	5,000



## People 16-39: Cumulative Reach for Thu 21st Mar 2024



National Total TV Reach

**2,567,000**



Broadcast TV Reach

**1,883,000**



BVOD Reach

**879,000**



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN'S AFL: THURSDAY NIGHT FOOTBALL	Seven	350,000	142,000	0
2	THURSDAY NIGHT NRL LIVE	Nine	278,000	123,000	37,000
3	SEVEN NEWS	Seven	213,000	120,000	11,000
4	9NEWS	Nine	198,000	88,000	17,000
5	THE CHASE AUSTRALIA	Seven	127,000	60,000	5,000
6	A CURRENT AFFAIR	Nine	110,000	62,000	12,000
7	THURSDAY NIGHT NRL LIVE -PRE MATCH	Nine	108,000	45,000	13,000
8	TODAY	Nine	107,000	42,000	9,000
9	THURSDAY NIGHT NRL LIVE -POST MATCH	Nine	103,000	35,000	13,000
10	GOGGLEBOX	10	101,000	56,000	4,000
11	SUNRISE	Seven	99,000	37,000	7,000
12	TIPPING POINT AUSTRALIA	Nine	98,000	48,000	8,000
13	THE DOG HOUSE AUSTRALIA	10	96,000	34,000	3,000
14	THE PROJECT	10	95,000	29,000	3,000
15	HOME AND AWAY	Seven	94,000	59,000	17,000
16	FOOTBALL: SOCCEROOS V LEBANON	10	91,000	43,000	8,000
17	SEVEN'S AFL: THURSDAY NIGHT FOOTBALL - PRE MATCH	Seven	91,000	49,000	0
18	SEVEN'S AFL: THURSDAY NIGHT FOOTBALL - POST MATCH	Seven	90,000	50,000	1,000
19	MARRIED AT FIRST SIGHT -WED -ENCORE	Nine	89,000	49,000	2,000
20	AMERICA'S GOT TALENT: FANTASY LEAGUE	Seven	70,000	18,000	1,000
21	LAW AND ORDER: SVU RPT	10	68,000	14,000	0
22	FOOTBALL: SOCCEROOS V LEBANON POST GAME	10	68,000	39,000	6,000
23	NEWS BREAKFAST-AM	ABC	68,000	18,000	3,000
24	THE MAKING OF THE MELBOURNE INTERNATIONAL FLOWER AND GARDEN	Nine	67,000	23,000	2,000
25	DOGS BEHAVING (VERY) BADLY	Seven	65,000	29,000	3,000
26	TODAY EXTRA	Nine	63,000	19,000	5,000
27	SEVEN NEWS AT 4	Seven	62,000	30,000	3,000
28	9NEWS AFTERNOON	Nine	59,000	27,000	5,000
29	SUNRISE -EARLY	Seven	54,000	26,000	4,000
30	THE MORNING SHOW	Seven	51,000	24,000	4,000



## Grocery Shoppers (18+): Cumulative Reach for Thu 21st Mar 2024



National Total TV Reach

**8,822,000**



Broadcast TV Reach

**7,683,000**



BVOD Reach

**2,173,000**



# Grocery Shoppers (18+)

Total TV Overnight Top 30 Programs  
Thu 21st Mar 2024



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN NEWS	Seven	1,559,000	965,000	34,000
2	SEVEN'S AFL: THURSDAY NIGHT FOOTBALL	Seven	1,364,000	497,000	0
3	9NEWS	Nine	1,326,000	758,000	51,000
4	THURSDAY NIGHT NRL LIVE	Nine	1,140,000	465,000	63,000
5	THE CHASE AUSTRALIA	Seven	973,000	474,000	16,000
6	TIPPING POINT AUSTRALIA	Nine	869,000	458,000	26,000
7	ABC NEWS-EV	ABC	820,000	589,000	20,000
8	SUNRISE	Seven	768,000	320,000	19,000
9	7.30-EV	ABC	760,000	458,000	17,000
10	A CURRENT AFFAIR	Nine	751,000	495,000	33,000
11	THE DOG HOUSE AUSTRALIA	10	731,000	285,000	10,000
12	GOGGLEBOX	10	685,000	361,000	13,000
13	TODAY	Nine	626,000	240,000	26,000
14	9NEWS AFTERNOON	Nine	560,000	307,000	14,000
15	NEWS BREAKFAST-AM	ABC	559,000	196,000	10,000
16	THE PROJECT	10	543,000	197,000	8,000
17	SEVEN NEWS AT 4	Seven	520,000	254,000	8,000
18	HOME AND AWAY	Seven	517,000	333,000	42,000
19	FOREIGN CORRESPONDENT-EV	ABC	510,000	302,000	10,000
20	TIPPING POINT UK	Nine	498,000	318,000	11,000
21	10 NEWS FIRST	10	490,000	227,000	8,000
22	LAW AND ORDER: SVU RPT	10	484,000	150,000	0
23	GRAND DESIGNS NEW ZEALAND-EV	ABC	484,000	282,000	7,000
24	THURSDAY NIGHT NRL LIVE -POST MATCH	Nine	456,000	148,000	24,000
25	DOGS BEHAVING (VERY) BADLY	Seven	452,000	181,000	9,000
26	THURSDAY NIGHT NRL LIVE -PRE MATCH	Nine	433,000	209,000	25,000
27	THE MORNING SHOW	Seven	431,000	184,000	11,000
28	SEVEN'S AFL: THURSDAY NIGHT FOOTBALL - PRE MATCH	Seven	423,000	208,000	0
29	HARD QUIZ S8 RPT	ABC	423,000	207,000	6,000
30	FOOTBALL: SOCCEROOS V LEBANON	10	414,000	162,000	17,000

# 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 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'\*\* Overnight program results by Primary Description ranked on National Total TV Reach, for programs 10 minutes in length or longer, based on preliminary 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 for Overnight 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.

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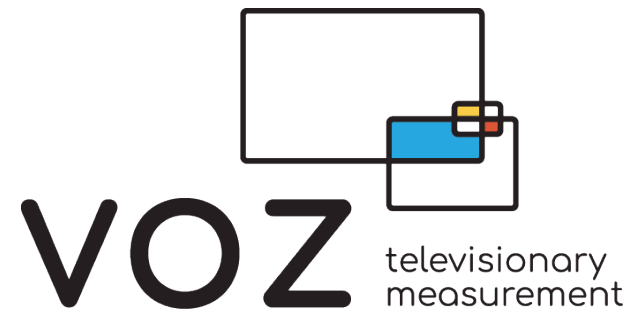
\*FTA Broadcast TV 'spill' relates to viewing to broadcast channels transmitted from a market that is outside of the market being analysed. There are some metropolitan and regional markets that overlap. The viewing by people in an overlap area will contribute to the market that the broadcast originates 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.

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