



Fri 22nd 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 Fri 22nd Mar 2024



National Total TV Reach

11,838,000



Broadcast TV Reach

10,270,000



BVOD Reach

2,700,000



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN'S AFL: FRIDAY NIGHT FOOTBALL	Seven	1,748,000	574,000	0
2	SEVEN NEWS	Seven	1,724,000	1,044,000	33,000
3	9NEWS	Nine	1,485,000	842,000	48,000
4	FRIDAY NIGHT NRL LIVE	Nine	1,293,000	526,000	61,000
5	BETTER HOMES AND GARDENS	Seven	1,189,000	548,000	17,000
6	THE CHASE AUSTRALIA	Seven	1,060,000	522,000	16,000
7	TIPPING POINT AUSTRALIA	Nine	1,011,000	505,000	27,000
8	ABC NEWS-EV	ABC	991,000	676,000	21,000
9	GARDENING AUSTRALIA-EV	ABC	968,000	519,000	18,000
10	SUNRISE	Seven	947,000	368,000	23,000
11	A CURRENT AFFAIR	Nine	838,000	529,000	30,000
12	TODAY	Nine	786,000	299,000	31,000
13	M- MAID IN MANHATTAN	Seven	735,000	196,000	6,000
14	9NEWS AFTERNOON	Nine	663,000	320,000	15,000
15	NEWS BREAKFAST-AM	ABC	645,000	234,000	13,000
16	SEVEN NEWS AT 4	Seven	624,000	317,000	9,000
17	10 NEWS FIRST	10	614,000	276,000	9,000
18	TIPPING POINT UK	Nine	595,000	329,000	11,000
19	THE MORNING SHOW	Seven	591,000	217,000	14,000
20	SEVEN'S AFL: FRIDAY NIGHT FOOTBALL - POST MATCH	Seven	581,000	234,000	1,000
21	FRIDAY NIGHT NRL LIVE -POST MATCH	Nine	577,000	214,000	27,000
22	THE PROJECT	10	558,000	211,000	8,000
23	HAPPY VALLEY-EV	ABC	543,000	256,000	14,000
24	DAVID ATTENBOROUGH'S DYNASTIES II	Nine	527,000	188,000	7,000
25	HARD QUIZ S8 RPT	ABC	522,000	242,000	6,000
26	ABC NEWS MORNINGS-AM	ABC	509,000	89,000	7,000
27	DEAL OR NO DEAL	10	504,000	282,000	12,000
28	TODAY EXTRA	Nine	485,000	165,000	18,000
29	THE HOBBIT THE DESOLATION OF SMAUG -EV	Nine	482,000	94,000	2,000
30	M- THE PERFECT PARENTS (R)	Seven	474,000	181,000	5,000



People 25-54: Cumulative Reach for Fri 22nd Mar 2024



National Total TV Reach

4,438,000



Broadcast TV Reach

3,540,000



BVOD Reach

1,339,000



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN'S AFL: FRIDAY NIGHT FOOTBALL	Seven	604,000	211,000	0
2	FRIDAY NIGHT NRL LIVE	Nine	489,000	224,000	38,000
3	9NEWS	Nine	428,000	217,000	25,000
4	SEVEN NEWS	Seven	405,000	209,000	17,000
5	BETTER HOMES AND GARDENS	Seven	301,000	137,000	9,000
6	SUNRISE	Seven	298,000	109,000	14,000
7	TODAY	Nine	256,000	105,000	18,000
8	TIPPING POINT AUSTRALIA	Nine	249,000	116,000	13,000
9	THE CHASE AUSTRALIA	Seven	239,000	100,000	8,000
10	A CURRENT AFFAIR	Nine	238,000	144,000	16,000
11	FRIDAY NIGHT NRL LIVE -POST MATCH	Nine	231,000	96,000	17,000
12	M- MAID IN MANHATTAN	Seven	226,000	60,000	3,000
13	SEVEN'S AFL: FRIDAY NIGHT FOOTBALL - POST MATCH	Seven	225,000	102,000	1,000
14	THE HOBBIT THE DESOLATION OF SMAUG -EV	Nine	186,000	38,000	1,000
15	THE PROJECT	10	186,000	80,000	5,000
16	NEWS BREAKFAST-AM	ABC	180,000	62,000	7,000
17	ABC NEWS-EV	ABC	180,000	118,000	10,000
18	DEAL OR NO DEAL	10	177,000	107,000	6,000
19	10 NEWS FIRST	10	170,000	78,000	5,000
20	GARDENING AUSTRALIA-EV	ABC	163,000	80,000	9,000
21	THE GRAHAM NORTON SHOW	10	158,000	43,000	2,000
22	FRIDAY NIGHT NRL LIVE -PRE MATCH	Nine	155,000	80,000	13,000
23	DAVID ATTENBOROUGH'S DYNASTIES II	Nine	153,000	58,000	4,000
24	THE HITMAN'S BODYGUARD	Nine	150,000	34,000	2,000
25	SUNRISE -EARLY	Seven	150,000	76,000	8,000
26	READY STEADY COOK	10	148,000	53,000	3,000
27	9NEWS AFTERNOON	Nine	143,000	64,000	8,000
28	TODAY -EARLY	Nine	143,000	58,000	10,000
29	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PRACTICE 1	10	142,000	42,000	3,000
30	TODAY EXTRA	Nine	135,000	52,000	11,000



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



National Total TV Reach

2,317,000



Broadcast TV Reach

1,699,000



BVOD Reach

772,000



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN'S AFL: FRIDAY NIGHT FOOTBALL	Seven	276,000	102,000	0
2	FRIDAY NIGHT NRL LIVE	Nine	224,000	102,000	25,000
3	9NEWS	Nine	168,000	79,000	12,000
4	SEVEN NEWS	Seven	147,000	79,000	8,000
5	SUNRISE	Seven	118,000	40,000	6,000
6	BETTER HOMES AND GARDENS	Seven	113,000	51,000	4,000
7	TODAY	Nine	110,000	46,000	8,000
8	THE CHASE AUSTRALIA	Seven	103,000	42,000	4,000
9	FRIDAY NIGHT NRL LIVE -POST MATCH	Nine	103,000	49,000	10,000
10	TIPPING POINT AUSTRALIA	Nine	101,000	50,000	7,000
11	SEVEN'S AFL: FRIDAY NIGHT FOOTBALL - POST MATCH	Seven	90,000	46,000	0
12	M- MAID IN MANHATTAN	Seven	84,000	18,000	2,000
13	A CURRENT AFFAIR	Nine	80,000	50,000	8,000
14	THE PROJECT	10	73,000	35,000	2,000
15	READY STEADY COOK	10	71,000	26,000	2,000
16	THE HOBBIT THE DESOLATION OF SMAUG -EV	Nine	70,000	16,000	1,000
17	DEAL OR NO DEAL	10	66,000	46,000	3,000
18	SEVEN NEWS AT 4	Seven	65,000	26,000	2,000
19	FRIDAY NIGHT NRL LIVE -PRE MATCH	Nine	64,000	28,000	8,000
20	DAVID ATTENBOROUGH'S DYNASTIES II	Nine	61,000	24,000	2,000
21	ABC NEWS-EV	ABC	60,000	40,000	5,000
22	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PRACTICE 1	10	59,000	17,000	2,000
23	10 NEWS FIRST	10	59,000	26,000	2,000
24	NEWS BREAKFAST-AM	ABC	58,000	17,000	3,000
25	M- THE PERFECT PARENTS (R)	Seven	58,000	18,000	2,000
26	THE MORNING SHOW	Seven	58,000	20,000	4,000
27	GARDENING AUSTRALIA-EV	ABC	56,000	28,000	4,000
28	TODAY EXTRA	Nine	56,000	28,000	5,000
29	9NEWS AFTERNOON	Nine	55,000	26,000	4,000
30	THE GRAHAM NORTON SHOW	10	54,000	21,000	1,000



Grocery Shoppers (18+): Cumulative Reach for Fri 22nd Mar 2024



National Total TV Reach

8,423,000



Broadcast TV Reach

7,378,000



BVOD Reach

1,962,000

Grocery Shoppers (18+)

Total TV Overnight Top 30 Programs

Fri 22nd Mar 2024



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN NEWS	Seven	1,397,000	854,000	27,000
2	SEVEN'S AFL: FRIDAY NIGHT FOOTBALL	Seven	1,335,000	433,000	0
3	9NEWS	Nine	1,187,000	678,000	39,000
4	FRIDAY NIGHT NRL LIVE	Nine	971,000	394,000	47,000
5	BETTER HOMES AND GARDENS	Seven	952,000	440,000	14,000
6	THE CHASE AUSTRALIA	Seven	865,000	429,000	13,000
7	ABC NEWS-EV	ABC	819,000	556,000	17,000
8	TIPPING POINT AUSTRALIA	Nine	807,000	413,000	22,000
9	GARDENING AUSTRALIA-EV	ABC	791,000	424,000	15,000
10	SUNRISE	Seven	752,000	297,000	19,000
11	A CURRENT AFFAIR	Nine	662,000	420,000	24,000
12	TODAY	Nine	608,000	237,000	25,000
13	M- MAID IN MANHATTAN	Seven	570,000	160,000	5,000
14	9NEWS AFTERNOON	Nine	540,000	268,000	12,000
15	NEWS BREAKFAST-AM	ABC	530,000	194,000	10,000
16	SEVEN NEWS AT 4	Seven	520,000	265,000	7,000
17	10 NEWS FIRST	10	505,000	230,000	8,000
18	TIPPING POINT UK	Nine	483,000	275,000	9,000
19	THE MORNING SHOW	Seven	482,000	181,000	11,000
20	HAPPY VALLEY-EV	ABC	452,000	216,000	11,000
21	SEVEN'S AFL: FRIDAY NIGHT FOOTBALL - POST MATCH	Seven	447,000	185,000	1,000
22	FRIDAY NIGHT NRL LIVE -POST MATCH	Nine	446,000	167,000	21,000
23	THE PROJECT	10	438,000	166,000	6,000
24	ABC NEWS MORNINGS-AM	ABC	421,000	75,000	6,000
25	DAVID ATTENBOROUGH'S DYNASTIES II	Nine	419,000	156,000	5,000
26	HARD QUIZ S8 RPT	ABC	418,000	196,000	5,000
27	DEAL OR NO DEAL	10	407,000	229,000	10,000
28	M- THE PERFECT PARENTS (R)	Seven	387,000	149,000	4,000
29	TODAY EXTRA	Nine	385,000	132,000	15,000
30	THE GRAHAM NORTON SHOW	10	381,000	104,000	3,000

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.

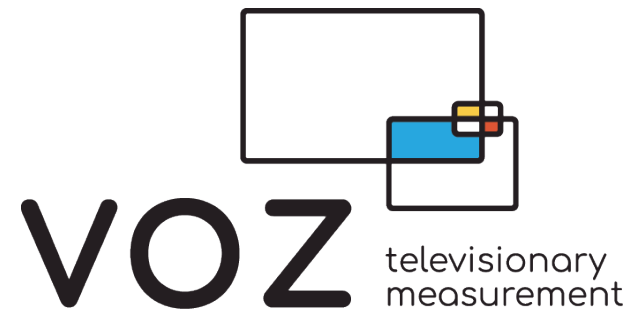
*FTA Broadcast TV ‘spill’ relates to viewing to broadcast channels transmitted from a market that is outside of the market being analysed. There are some metropolitan and regional markets that overlap. The viewing by people in an overlap area will contribute to the market that the broadcast originates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