



Sun 24th 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 Sun 24th Mar 2024



National Total TV Reach

13,353,000



Broadcast TV Reach

11,541,000



BVOD Reach

3,322,000



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	MARRIED AT FIRST SIGHT -SUN	Nine	2,802,000	1,648,000	372,000
2	9NEWS SUNDAY	Nine	2,104,000	1,112,000	79,000
3	SEVEN NEWS - SUN	Seven	2,063,000	1,156,000	38,000
4	AUSTRALIAN IDOL - SUN	Seven	1,981,000	891,000	65,000
5	60 MINUTES	Nine	1,829,000	739,000	80,000
6	I'M A CELEBRITY...GET ME OUT OF HERE! - LAUNCH	10	1,813,000	806,000	61,000
7	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - RACE	10	1,552,000	751,000	47,000
8	LOCKERBIE	Seven	1,272,000	382,000	20,000
9	ABC NEWS SUNDAY-EV	ABC	1,144,000	784,000	26,000
10	DEATH IN PARADISE-EV	ABC	1,041,000	695,000	18,000
11	SUNDAY AFTERNOON NRL LIVE	Nine	976,000	415,000	44,000
12	NCIS: HAWAII RPT	10	971,000	267,000	14,000
13	THE SUNDAY PROJECT	10	943,000	326,000	15,000
14	WEEKEND SUNRISE - SUN	Seven	927,000	361,000	18,000
15	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PRE-RACE	10	927,000	480,000	25,000
16	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - MORNING	10	899,000	180,000	6,000
17	10 NEWS FIRST SUN	10	834,000	393,000	17,000
18	INSIDERS-AM	ABC	821,000	551,000	41,000
19	WEEKEND TODAY - SUNDAY	Nine	783,000	256,000	23,000
20	SUNDAY FOOTY SHOW	Nine	760,000	141,000	10,000
21	SEVEN'S AFL: SUNDAY AFTERNOON FOOTBALL	Seven	735,000	232,000	0
22	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PIT LANE	10	688,000	361,000	15,000
23	9NEWS LATE	Nine	675,000	344,000	34,000
24	LANDLINE-PM	ABC	611,000	386,000	13,000
25	THE MORNING SHOW - WEEKEND	Seven	598,000	176,000	9,000
26	WEEKEND BREAKFAST-AM	ABC	566,000	231,000	11,000
27	WEEKEND SUNRISE - SUN - EARLY	Seven	544,000	231,000	11,000
28	OFFSIDERS-AM	ABC	530,000	274,000	14,000
29	WIDE WORLD OF SPORTS	Nine	506,000	185,000	15,000
30	COMPASS-EV	ABC	500,000	187,000	7,000



People 25-54: Cumulative Reach for Sun 24th Mar 2024



National Total TV Reach

5,267,000



Broadcast TV Reach

4,215,000



BVOD Reach

1,704,000



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	MARRIED AT FIRST SIGHT -SUN	Nine	1,201,000	767,000	240,000
2	I'M A CELEBRITY...GET ME OUT OF HERE! - LAUNCH	10	818,000	394,000	38,000
3	9NEWS SUNDAY	Nine	710,000	348,000	45,000
4	60 MINUTES	Nine	663,000	240,000	48,000
5	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - RACE	10	594,000	298,000	29,000
6	AUSTRALIAN IDOL - SUN	Seven	591,000	259,000	34,000
7	SEVEN NEWS - SUN	Seven	542,000	265,000	20,000
8	NCIS: HAWAII RPT	10	448,000	115,000	9,000
9	THE SUNDAY PROJECT	10	400,000	146,000	9,000
10	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PRE-RACE	10	379,000	201,000	15,000
11	LOCKERBIE	Seven	360,000	108,000	11,000
12	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - MORNING	10	345,000	81,000	4,000
13	SUNDAY AFTERNOON NRL LIVE	Nine	340,000	145,000	27,000
14	10 NEWS FIRST SUN	10	295,000	150,000	10,000
15	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PIT LANE	10	276,000	164,000	9,000
16	WEEKEND SUNRISE - SUN	Seven	273,000	111,000	10,000
17	WEEKEND TODAY - SUNDAY	Nine	264,000	87,000	13,000
18	SUNDAY FOOTY SHOW	Nine	260,000	51,000	6,000
19	SEVEN'S AFL: SUNDAY AFTERNOON FOOTBALL	Seven	223,000	70,000	0
20	INSIDERS-AM	ABC	220,000	130,000	21,000
21	9NEWS LATE	Nine	213,000	116,000	20,000
22	ABC NEWS SUNDAY-EV	ABC	201,000	131,000	12,000
23	WIDE WORLD OF SPORTS	Nine	192,000	72,000	9,000
24	10 NEWS FIRST SUN 6PM	10	186,000	110,000	7,000
25	M- LOGAN-PM	Seven	183,000	37,000	1,000
26	OCEAN'S TWELVE -EV	Nine	175,000	40,000	2,000
27	THE MORNING SHOW - WEEKEND	Seven	172,000	53,000	6,000
28	WEEKEND SUNRISE - SUN - EARLY	Seven	151,000	68,000	6,000
29	DEATH IN PARADISE-EV	ABC	150,000	72,000	8,000
30	SUNDAY AFTERNOON NRL KICK OFF	Nine	138,000	52,000	7,000



People 16-39: Cumulative Reach for Sun 24th Mar 2024



National Total TV Reach

2,881,000



Broadcast TV Reach

2,126,000



BVOD Reach

1,004,000



Rank	Description	Network	Total TV National Reach ↓	Total TV National Average Audience	BVOD National Average Audience
1	MARRIED AT FIRST SIGHT -SUN	Nine	584,000	368,000	153,000
2	I'M A CELEBRITY...GET ME OUT OF HERE! - LAUNCH	10	347,000	172,000	24,000
3	9NEWS SUNDAY	Nine	308,000	133,000	24,000
4	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - RACE	10	277,000	124,000	17,000
5	60 MINUTES	Nine	245,000	93,000	26,000
6	AUSTRALIAN IDOL - SUN	Seven	235,000	108,000	17,000
7	SEVEN NEWS - SUN	Seven	217,000	92,000	9,000
8	NCIS: HAWAII RPT	10	185,000	43,000	5,000
9	THE SUNDAY PROJECT	10	180,000	67,000	5,000
10	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PRE-RACE	10	161,000	91,000	8,000
11	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - MORNING	10	140,000	34,000	2,000
12	SUNDAY AFTERNOON NRL LIVE	Nine	139,000	55,000	17,000
13	LOCKERBIE	Seven	138,000	39,000	5,000
14	10 NEWS FIRST SUN	10	124,000	59,000	5,000
15	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PIT LANE	10	117,000	72,000	5,000
16	SUNDAY FOOTY SHOW	Nine	105,000	20,000	3,000
17	WEEKEND TODAY - SUNDAY	Nine	98,000	29,000	6,000
18	SEVEN'S AFL: SUNDAY AFTERNOON FOOTBALL	Seven	89,000	31,000	0
19	WIDE WORLD OF SPORTS	Nine	83,000	34,000	5,000
20	INSIDERS-AM	ABC	81,000	46,000	11,000
21	10 NEWS FIRST SUN 6PM	10	79,000	48,000	4,000
22	WEEKEND SUNRISE - SUN	Seven	79,000	35,000	5,000
23	M- LOGAN-PM	Seven	79,000	20,000	0
24	THE MORNING SHOW - WEEKEND	Seven	63,000	22,000	3,000
25	9NEWS LATE	Nine	60,000	37,000	11,000
26	WEEKEND SUNRISE - SUN - EARLY	Seven	58,000	20,000	3,000
27	OCEAN'S TWELVE -EV	Nine	56,000	13,000	1,000
28	SUNDAY AFTERNOON NRL KICK OFF	Nine	54,000	18,000	4,000
29	ABC NEWS SUNDAY-EV	ABC	53,000	38,000	6,000
30	DEATH IN PARADISE-EV	ABC	51,000	23,000	4,000



Grocery Shoppers (18+): Cumulative Reach for Sun 24th Mar 2024



National Total TV Reach

9,354,000



Broadcast TV Reach

8,147,000



BVOD Reach

2,424,000

Grocery Shoppers (18+)

Total TV Overnight Top 30 Programs
Sun 24th Mar 2024



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	MARRIED AT FIRST SIGHT -SUN	Nine	2,197,000	1,320,000	299,000
2	9NEWS SUNDAY	Nine	1,646,000	890,000	64,000
3	SEVEN NEWS - SUN	Seven	1,634,000	932,000	30,000
4	AUSTRALIAN IDOL - SUN	Seven	1,538,000	695,000	52,000
5	60 MINUTES	Nine	1,457,000	597,000	65,000
6	I'M A CELEBRITY...GET ME OUT OF HERE! - LAUNCH	10	1,361,000	600,000	49,000
7	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - RACE	10	1,165,000	566,000	37,000
8	LOCKERBIE	Seven	994,000	302,000	17,000
9	ABC NEWS SUNDAY-EV	ABC	946,000	650,000	20,000
10	DEATH IN PARADISE-EV	ABC	859,000	576,000	15,000
11	WEEKEND SUNRISE - SUN	Seven	740,000	295,000	15,000
12	SUNDAY AFTERNOON NRL LIVE	Nine	734,000	315,000	33,000
13	NCIS: HAWAII RPT	10	734,000	197,000	11,000
14	THE SUNDAY PROJECT	10	722,000	251,000	12,000
15	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PRE-RACE	10	702,000	365,000	19,000
16	INSIDERS-AM	ABC	674,000	458,000	33,000
17	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - MORNING	10	674,000	137,000	5,000
18	10 NEWS FIRST SUN	10	657,000	311,000	14,000
19	WEEKEND TODAY - SUNDAY	Nine	607,000	203,000	19,000
20	SUNDAY FOOTY SHOW	Nine	595,000	111,000	8,000
21	SEVEN'S AFL: SUNDAY AFTERNOON FOOTBALL	Seven	573,000	184,000	0
22	9NEWS LATE	Nine	548,000	278,000	27,000
23	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PIT LANE	10	521,000	276,000	12,000
24	LANDLINE-PM	ABC	494,000	311,000	11,000
25	THE MORNING SHOW - WEEKEND	Seven	492,000	148,000	8,000
26	WEEKEND BREAKFAST-AM	ABC	457,000	189,000	9,000
27	OFFSIDERS-AM	ABC	440,000	229,000	12,000
28	WEEKEND SUNRISE - SUN - EARLY	Seven	435,000	190,000	9,000
29	COMPASS-EV	ABC	414,000	157,000	5,000
30	VERA-PM	Seven	412,000	212,000	2,000

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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