



**Mon 25th 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 Mon 25th Mar 2024



National Total TV Reach

**12,533,000**



Broadcast TV Reach

**10,755,000**



BVOD Reach

**3,146,000**



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	MARRIED AT FIRST SIGHT -MON	Nine	2,554,000	1,599,000	353,000
2	SEVEN NEWS	Seven	2,101,000	1,339,000	52,000
3	9NEWS	Nine	1,944,000	1,159,000	75,000
4	AUSTRALIAN IDOL - GRAND FINALE	Seven	1,837,000	955,000	69,000
5	A CURRENT AFFAIR	Nine	1,786,000	1,081,000	89,000
6	MY WIFE, MY ABUSER	Nine	1,595,000	659,000	78,000
7	RON IDDLLES: THE GOOD COP	Seven	1,502,000	514,000	24,000
8	HOME AND AWAY	Seven	1,359,000	829,000	80,000
9	THE CHASE AUSTRALIA	Seven	1,325,000	641,000	23,000
10	I'M A CELEBRITY...GET ME OUT OF HERE! MON	10	1,277,000	565,000	53,000
11	ABC NEWS-EV	ABC	1,273,000	950,000	32,000
12	TIPPING POINT AUSTRALIA	Nine	1,244,000	627,000	34,000
13	7.30-EV	ABC	1,212,000	790,000	27,000
14	FOUR CORNERS-EV	ABC	983,000	583,000	23,000
15	SUNRISE	Seven	971,000	383,000	24,000
16	AUSTRALIAN STORY-EV	ABC	949,000	678,000	29,000
17	THE PROJECT	10	884,000	338,000	15,000
18	TODAY	Nine	810,000	307,000	31,000
19	Q+A-LE	ABC	809,000	309,000	11,000
20	MEDIA WATCH-EV	ABC	789,000	646,000	24,000
21	9NEWS AFTERNOON	Nine	749,000	369,000	17,000
22	NEWS BREAKFAST-AM	ABC	704,000	246,000	14,000
23	FBI: MOST WANTED RPT	10	693,000	175,000	8,000
24	10 NEWS FIRST	10	655,000	315,000	11,000
25	SEVEN NEWS AT 4	Seven	649,000	331,000	11,000
26	HARD QUIZ S8 RPT	ABC	610,000	316,000	9,000
27	TIPPING POINT UK	Nine	600,000	385,000	14,000
28	THE MORNING SHOW	Seven	551,000	222,000	15,000
29	MARRIED AT FIRST SIGHT -SUN -ENCORE	Nine	539,000	254,000	8,000
30	THE IRRATIONAL	Seven	537,000	184,000	10,000



## People 25-54: Cumulative Reach for Mon 25th Mar 2024



National Total TV Reach

**4,840,000**



Broadcast TV Reach

**3,779,000**



BVOD Reach

**1,624,000**



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	MARRIED AT FIRST SIGHT -MON	Nine	1,114,000	760,000	229,000
2	MY WIFE, MY ABUSER	Nine	680,000	277,000	49,000
3	9NEWS	Nine	599,000	325,000	41,000
4	A CURRENT AFFAIR	Nine	598,000	319,000	53,000
5	AUSTRALIAN IDOL - GRAND FINALE	Seven	560,000	275,000	38,000
6	I'M A CELEBRITY...GET ME OUT OF HERE! MON	10	546,000	270,000	33,000
7	SEVEN NEWS	Seven	524,000	310,000	28,000
8	RON IDDLLES: THE GOOD COP	Seven	430,000	138,000	14,000
9	HOME AND AWAY	Seven	402,000	254,000	46,000
10	THE PROJECT	10	360,000	140,000	9,000
11	TIPPING POINT AUSTRALIA	Nine	318,000	151,000	18,000
12	THE CHASE AUSTRALIA	Seven	310,000	139,000	12,000
13	SUNRISE	Seven	302,000	118,000	14,000
14	FBI: MOST WANTED RPT	10	293,000	81,000	5,000
15	TODAY	Nine	283,000	105,000	19,000
16	ABC NEWS-EV	ABC	243,000	172,000	15,000
17	7.30-EV	ABC	237,000	142,000	13,000
18	FOUR CORNERS-EV	ABC	218,000	122,000	11,000
19	NEWS BREAKFAST-AM	ABC	207,000	72,000	7,000
20	AUSTRALIAN STORY-EV	ABC	199,000	139,000	14,000
21	Q+A-LE	ABC	198,000	80,000	5,000
22	MARRIED AT FIRST SIGHT -SUN -ENCORE	Nine	192,000	109,000	5,000
23	MEDIA WATCH-EV	ABC	178,000	142,000	11,000
24	10 NEWS FIRST	10	176,000	84,000	6,000
25	9NEWS AFTERNOON	Nine	169,000	78,000	9,000
26	TODAY -EARLY	Nine	168,000	72,000	11,000
27	SUNRISE -EARLY	Seven	166,000	90,000	8,000
28	DEAL OR NO DEAL	10	158,000	84,000	9,000
29	FOOTY CLASSIFIED	Nine	151,000	55,000	7,000
30	SEVEN NEWS AT 4	Seven	150,000	83,000	6,000



## People 16-39: Cumulative Reach for Mon 25th Mar 2024



National Total TV Reach

**2,558,000**



Broadcast TV Reach

**1,807,000**



BVOD Reach

**962,000**



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	MARRIED AT FIRST SIGHT -MON	Nine	558,000	378,000	148,000
2	MY WIFE, MY ABUSER	Nine	298,000	108,000	28,000
3	A CURRENT AFFAIR	Nine	273,000	133,000	30,000
4	I'M A CELEBRITY...GET ME OUT OF HERE! MON	10	237,000	117,000	22,000
5	9NEWS	Nine	233,000	115,000	21,000
6	AUSTRALIAN IDOL - GRAND FINALE	Seven	224,000	111,000	20,000
7	SEVEN NEWS	Seven	192,000	111,000	14,000
8	HOME AND AWAY	Seven	170,000	107,000	27,000
9	RON IDDLLES: THE GOOD COP	Seven	168,000	59,000	7,000
10	THE PROJECT	10	132,000	52,000	5,000
11	THE CHASE AUSTRALIA	Seven	125,000	63,000	6,000
12	FBI: MOST WANTED RPT	10	119,000	22,000	3,000
13	TODAY	Nine	115,000	42,000	9,000
14	TIPPING POINT AUSTRALIA	Nine	103,000	53,000	9,000
15	SUNRISE	Seven	103,000	41,000	7,000
16	MARRIED AT FIRST SIGHT -SUN -ENCORE	Nine	99,000	59,000	3,000
17	ABC NEWS-EV	ABC	81,000	53,000	8,000
18	7.30-EV	ABC	76,000	48,000	7,000
19	9NEWS AFTERNOON	Nine	69,000	33,000	5,000
20	NEWS BREAKFAST-AM	ABC	69,000	19,000	4,000
21	FOUR CORNERS-EV	ABC	67,000	42,000	6,000
22	DEAL OR NO DEAL	10	62,000	28,000	5,000
23	TODAY EXTRA	Nine	61,000	29,000	6,000
24	Q+A-LE	ABC	60,000	25,000	3,000
25	SEVEN NEWS AT 4	Seven	59,000	33,000	3,000
26	THE IRRATIONAL	Seven	56,000	22,000	3,000
27	MEDIA WATCH-EV	ABC	56,000	45,000	6,000
28	100% FOOTY	Nine	56,000	24,000	6,000
29	10 NEWS FIRST	10	55,000	22,000	3,000
30	AUSTRALIAN STORY-EV	ABC	52,000	35,000	7,000



## Grocery Shoppers (18+): Cumulative Reach for Mon 25th Mar 2024



National Total TV Reach

**8,986,000**



Broadcast TV Reach

**7,785,000**



BVOD Reach

**2,324,000**



# Grocery Shoppers (18+)

Total TV Overnight Top 30 Programs  
Mon 25th Mar 2024



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	MARRIED AT FIRST SIGHT -MON	Nine	2,003,000	1,282,000	284,000
2	SEVEN NEWS	Seven	1,692,000	1,097,000	42,000
3	9NEWS	Nine	1,523,000	924,000	60,000
4	AUSTRALIAN IDOL - GRAND FINALE	Seven	1,450,000	751,000	56,000
5	A CURRENT AFFAIR	Nine	1,397,000	861,000	72,000
6	MY WIFE, MY ABUSER	Nine	1,280,000	539,000	63,000
7	RON IDDLER: THE GOOD COP	Seven	1,198,000	414,000	20,000
8	THE CHASE AUSTRALIA	Seven	1,070,000	521,000	19,000
9	HOME AND AWAY	Seven	1,065,000	650,000	64,000
10	ABC NEWS-EV	ABC	1,026,000	772,000	26,000
11	TIPPING POINT AUSTRALIA	Nine	992,000	506,000	28,000
12	7.30-EV	ABC	979,000	643,000	22,000
13	I'M A CELEBRITY...GET ME OUT OF HERE! MON	10	962,000	427,000	42,000
14	FOUR CORNERS-EV	ABC	804,000	482,000	19,000
15	SUNRISE	Seven	784,000	313,000	20,000
16	AUSTRALIAN STORY-EV	ABC	776,000	553,000	24,000
17	THE PROJECT	10	684,000	263,000	12,000
18	Q+A-LE	ABC	673,000	262,000	9,000
19	MEDIA WATCH-EV	ABC	657,000	538,000	19,000
20	TODAY	Nine	644,000	244,000	26,000
21	9NEWS AFTERNOON	Nine	590,000	296,000	14,000
22	NEWS BREAKFAST-AM	ABC	576,000	205,000	11,000
23	FBI: MOST WANTED RPT	10	529,000	144,000	7,000
24	SEVEN NEWS AT 4	Seven	527,000	274,000	9,000
25	10 NEWS FIRST	10	521,000	252,000	9,000
26	HARD QUIZ S8 RPT	ABC	503,000	263,000	7,000
27	TIPPING POINT UK	Nine	491,000	314,000	11,000
28	THE MORNING SHOW	Seven	453,000	180,000	12,000
29	THE IRRATIONAL	Seven	441,000	153,000	8,000
30	MARRIED AT FIRST SIGHT -SUN -ENCORE	Nine	437,000	203,000	7,000

# 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.

**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://virtualoz.com.au)



**P:** +61 2 9929 7210

**E:** [info@oztam.com.au](mailto:info@oztam.com.au)

**W:** [virtualoz.com.au](http://virtualoz.com.au)

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

**ABN:** 87 089 146 396