



Wednesday 12th Mar 2025

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 12th Mar 2025 to 18th Mar 2025



National Total TV Reach

19,704,000



Broadcast TV Reach

16,706,000



BVOD Reach

8,792,000

| Rank | Description | Network | Total TV National Reach ↓ | Total TV National Average Audience | BVOD National Average Audience |
|------|--------------------------------------|---------|---------------------------|------------------------------------|--------------------------------|
| 1 | MARRIED AT FIRST SIGHT -WED | Nine | 3,369,000 | 2,443,000 | 986,000 |
| 2 | SEVEN NEWS | Seven | 2,056,000 | 1,295,000 | 85,000 |
| 3 | 9NEWS | Nine | 2,013,000 | 1,193,000 | 118,000 |
| 4 | A CURRENT AFFAIR | Nine | 1,904,000 | 1,108,000 | 130,000 |
| 5 | HOME AND AWAY | Seven | 1,487,000 | 1,004,000 | 216,000 |
| 6 | BIG MIRACLES | Nine | 1,468,000 | 649,000 | 149,000 |
| 7 | THE 1% CLUB UK | Seven | 1,384,000 | 824,000 | 57,000 |
| 8 | TIPPING POINT AUSTRALIA | Nine | 1,346,000 | 721,000 | 65,000 |
| 9 | 7.30-EV | ABC | 1,278,000 | 783,000 | 45,000 |
| 10 | THE FRONT BAR | Seven | 1,270,000 | 573,000 | 50,000 |
| 11 | THE CHASE AUSTRALIA | Seven | 1,185,000 | 570,000 | 39,000 |
| 12 | ABC NEWS-EV | ABC | 1,170,000 | 906,000 | 37,000 |
| 13 | SUNRISE | Seven | 1,015,000 | 427,000 | 45,000 |
| 14 | HARD QUIZ S10-EV | ABC | 893,000 | 652,000 | 52,000 |
| 15 | TODAY | Nine | 792,000 | 299,000 | 33,000 |
| 16 | THE WEEKLY WITH CHARLIE PICKERING-EV | ABC | 780,000 | 587,000 | 57,000 |
| 17 | THE DOG HOUSE AUSTRALIA | 10 | 751,000 | 357,000 | 28,000 |
| 18 | 9NEWS AFTERNOON | Nine | 742,000 | 376,000 | 29,000 |
| 19 | 10 NEWS FIRST | 10 | 710,000 | 359,000 | 16,000 |
| 20 | NEWS BREAKFAST-AM | ABC | 701,000 | 255,000 | 16,000 |
| 21 | THE PROJECT | 10 | 700,000 | 309,000 | 16,000 |
| 22 | HARD QUIZ S3 RPT | ABC | 648,000 | 339,000 | 12,000 |
| 23 | ROGUE HEROES | SBS | 636,000 | 439,000 | 163,000 |
| 24 | THE MORNING SHOW | Seven | 634,000 | 273,000 | 28,000 |
| 25 | SEVEN NEWS AT 4 | Seven | 632,000 | 337,000 | 20,000 |
| 26 | ELSBETH | 10 | 614,000 | 298,000 | 20,000 |
| 27 | TIPPING POINT UK -RPT | Nine | 612,000 | 337,000 | 20,000 |
| 28 | MARRIED AT FIRST SIGHT -TUE -ENCORE | Nine | 593,000 | 224,000 | 15,000 |
| 29 | PLANET AMERICA-LE | ABC | 592,000 | 407,000 | 57,000 |
| 30 | ABC NEWS MORNINGS-AM | ABC | 586,000 | 110,000 | 9,000 |



People 25-54: Cumulative Reach for 12th Mar 2025 to 18th Mar 2025



National Total TV Reach

8,260,000



Broadcast TV Reach

6,425,000



BVOD Reach

4,596,000

| Rank | Description | Network | Total TV National Reach ↓ | Total TV National Average Audience | BVOD National Average Audience |
|------|--------------------------------------|---------|---------------------------|------------------------------------|--------------------------------|
| 1 | MARRIED AT FIRST SIGHT -WED | Nine | 1,606,000 | 1,244,000 | 629,000 |
| 2 | A CURRENT AFFAIR | Nine | 654,000 | 336,000 | 73,000 |
| 3 | BIG MIRACLES | Nine | 639,000 | 272,000 | 91,000 |
| 4 | 9NEWS | Nine | 599,000 | 321,000 | 61,000 |
| 5 | SEVEN NEWS | Seven | 520,000 | 308,000 | 43,000 |
| 6 | HOME AND AWAY | Seven | 489,000 | 343,000 | 119,000 |
| 7 | THE FRONT BAR | Seven | 398,000 | 187,000 | 26,000 |
| 8 | THE 1% CLUB UK | Seven | 395,000 | 215,000 | 27,000 |
| 9 | TIPPING POINT AUSTRALIA | Nine | 327,000 | 151,000 | 31,000 |
| 10 | SUNRISE | Seven | 303,000 | 125,000 | 25,000 |
| 11 | TODAY | Nine | 275,000 | 107,000 | 20,000 |
| 12 | THE PROJECT | 10 | 262,000 | 118,000 | 9,000 |
| 13 | THE DOG HOUSE AUSTRALIA | 10 | 260,000 | 117,000 | 14,000 |
| 14 | THE CHASE AUSTRALIA | Seven | 259,000 | 117,000 | 19,000 |
| 15 | 7.30-EV | ABC | 245,000 | 136,000 | 17,000 |
| 16 | MARRIED AT FIRST SIGHT -TUE -ENCORE | Nine | 233,000 | 94,000 | 8,000 |
| 17 | ABC NEWS-EV | ABC | 202,000 | 141,000 | 13,000 |
| 18 | NEWS BREAKFAST-AM | ABC | 200,000 | 83,000 | 8,000 |
| 19 | 10 NEWS FIRST | 10 | 198,000 | 97,000 | 8,000 |
| 20 | THE WEEKLY WITH CHARLIE PICKERING-EV | ABC | 183,000 | 134,000 | 24,000 |
| 21 | HARD QUIZ S10-EV | ABC | 182,000 | 123,000 | 21,000 |
| 22 | SUNRISE -EARLY | Seven | 179,000 | 86,000 | 16,000 |
| 23 | TODAY -EARLY | Nine | 165,000 | 83,000 | 13,000 |
| 24 | 9NEWS AFTERNOON | Nine | 163,000 | 82,000 | 15,000 |
| 25 | PLANET AMERICA-LE | ABC | 160,000 | 106,000 | 24,000 |
| 26 | ELSBETH | 10 | 158,000 | 77,000 | 9,000 |
| 27 | ROGUE HEROES | SBS | 157,000 | 121,000 | 62,000 |
| 28 | THE MORNING SHOW | Seven | 156,000 | 78,000 | 16,000 |
| 29 | ABC NEWS MORNINGS-AM | ABC | 156,000 | 30,000 | 4,000 |
| 30 | DEAL OR NO DEAL | 10 | 147,000 | 77,000 | 10,000 |



People 16-39: Cumulative Reach for 12th Mar 2025 to 18th Mar 2025



National Total TV Reach

5,377,000



Broadcast TV Reach

3,890,000



BVOD Reach

2,747,000

| Rank | Description | Network | Total TV National Reach ↓ | Total TV National Average Audience | BVOD National Average Audience |
|------|--------------------------------------|---------|---------------------------|------------------------------------|--------------------------------|
| 1 | MARRIED AT FIRST SIGHT -WED | Nine | 910,000 | 725,000 | 449,000 |
| 2 | BIG MIRACLES | Nine | 306,000 | 128,000 | 55,000 |
| 3 | A CURRENT AFFAIR | Nine | 288,000 | 134,000 | 43,000 |
| 4 | 9NEWS | Nine | 234,000 | 117,000 | 31,000 |
| 5 | HOME AND AWAY | Seven | 220,000 | 160,000 | 72,000 |
| 6 | SEVEN NEWS | Seven | 199,000 | 97,000 | 22,000 |
| 7 | THE 1% CLUB UK | Seven | 143,000 | 77,000 | 14,000 |
| 8 | THE FRONT BAR | Seven | 134,000 | 68,000 | 13,000 |
| 9 | TIPPING POINT AUSTRALIA | Nine | 124,000 | 55,000 | 16,000 |
| 10 | THE PROJECT | 10 | 116,000 | 48,000 | 4,000 |
| 11 | MARRIED AT FIRST SIGHT -TUE -ENCORE | Nine | 103,000 | 48,000 | 5,000 |
| 12 | 7.30-EV | ABC | 103,000 | 56,000 | 7,000 |
| 13 | THE DOG HOUSE AUSTRALIA | 10 | 103,000 | 41,000 | 6,000 |
| 14 | SUNRISE | Seven | 96,000 | 34,000 | 12,000 |
| 15 | TODAY | Nine | 93,000 | 35,000 | 9,000 |
| 16 | THE CHASE AUSTRALIA | Seven | 82,000 | 34,000 | 10,000 |
| 17 | NEWS BREAKFAST-AM | ABC | 77,000 | 32,000 | 3,000 |
| 18 | 10 NEWS FIRST | 10 | 75,000 | 38,000 | 4,000 |
| 19 | ABC NEWS-EV | ABC | 73,000 | 51,000 | 6,000 |
| 20 | HARD QUIZ S10-EV | ABC | 71,000 | 50,000 | 9,000 |
| 21 | ABC NEWS MORNINGS-AM | ABC | 66,000 | 15,000 | 2,000 |
| 22 | ROGUE HEROES | SBS | 63,000 | 45,000 | 24,000 |
| 23 | 9NEWS AFTERNOON | Nine | 62,000 | 29,000 | 8,000 |
| 24 | 9NEWS LATE | Nine | 59,000 | 36,000 | 10,000 |
| 25 | THE WEEKLY WITH CHARLIE PICKERING-EV | ABC | 58,000 | 45,000 | 10,000 |
| 26 | TODAY EXTRA | Nine | 57,000 | 28,000 | 6,000 |
| 27 | PLANET AMERICA-LE | ABC | 57,000 | 38,000 | 9,000 |
| 28 | SUNRISE -EARLY | Seven | 57,000 | 21,000 | 7,000 |
| 29 | FREDDY AND THE EIGHTH | Nine | 55,000 | 23,000 | 8,000 |
| 30 | DEAL OR NO DEAL | 10 | 54,000 | 30,000 | 5,000 |



Grocery Shoppers (18+): Cumulative Reach for 12th Mar 2025 to 18th Mar 2025



National Total TV Reach

13,182,000



Broadcast TV Reach

11,094,000



BVOD Reach

6,781,000

Grocery Shoppers (18+)

Total TV Consolidated 7 Top 30 Programs
Wednesday 12th Mar 2025

7

| Rank | Description | Network | Total TV National Reach ↓ | Total TV National Average Audience | BVOD National Average Audience |
|------|--------------------------------------|---------|---------------------------|------------------------------------|--------------------------------|
| 1 | MARRIED AT FIRST SIGHT -WED | Nine | 2,625,000 | 1,927,000 | 787,000 |
| 2 | SEVEN NEWS | Seven | 1,631,000 | 1,030,000 | 69,000 |
| 3 | 9NEWS | Nine | 1,601,000 | 960,000 | 96,000 |
| 4 | A CURRENT AFFAIR | Nine | 1,502,000 | 885,000 | 105,000 |
| 5 | HOME AND AWAY | Seven | 1,171,000 | 790,000 | 175,000 |
| 6 | BIG MIRACLES | Nine | 1,166,000 | 521,000 | 122,000 |
| 7 | THE 1% CLUB UK | Seven | 1,096,000 | 658,000 | 46,000 |
| 8 | TIPPING POINT AUSTRALIA | Nine | 1,081,000 | 580,000 | 53,000 |
| 9 | 7.30-EV | ABC | 1,057,000 | 654,000 | 39,000 |
| 10 | THE FRONT BAR | Seven | 999,000 | 451,000 | 40,000 |
| 11 | THE CHASE AUSTRALIA | Seven | 971,000 | 468,000 | 32,000 |
| 12 | ABC NEWS-EV | ABC | 966,000 | 749,000 | 33,000 |
| 13 | SUNRISE | Seven | 818,000 | 348,000 | 37,000 |
| 14 | HARD QUIZ S10-EV | ABC | 735,000 | 537,000 | 45,000 |
| 15 | THE WEEKLY WITH CHARLIE PICKERING-EV | ABC | 654,000 | 494,000 | 49,000 |
| 16 | TODAY | Nine | 619,000 | 242,000 | 27,000 |
| 17 | 9NEWS AFTERNOON | Nine | 598,000 | 304,000 | 24,000 |
| 18 | THE DOG HOUSE AUSTRALIA | 10 | 585,000 | 270,000 | 24,000 |
| 19 | NEWS BREAKFAST-AM | ABC | 568,000 | 211,000 | 14,000 |
| 20 | 10 NEWS FIRST | 10 | 566,000 | 279,000 | 13,000 |
| 21 | HARD QUIZ S3 RPT | ABC | 539,000 | 283,000 | 11,000 |
| 22 | THE PROJECT | 10 | 531,000 | 228,000 | 13,000 |
| 23 | THE MORNING SHOW | Seven | 521,000 | 222,000 | 23,000 |
| 24 | SEVEN NEWS AT 4 | Seven | 516,000 | 276,000 | 17,000 |
| 25 | ROGUE HEROES | SBS | 515,000 | 355,000 | 138,000 |
| 26 | ELSBETH | 10 | 500,000 | 237,000 | 17,000 |
| 27 | PLANET AMERICA-LE | ABC | 497,000 | 348,000 | 51,000 |
| 28 | TIPPING POINT UK -RPT | Nine | 496,000 | 277,000 | 16,000 |
| 29 | ABC NEWS MORNINGS-AM | ABC | 484,000 | 91,000 | 8,000 |
| 30 | MARRIED AT FIRST SIGHT -TUE -ENCORE | Nine | 477,000 | 178,000 | 12,000 |

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.

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For more information on this report you can read the VOZ Guidelines and Frequently Asked Questions on our website virtualoz.com.au



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