



Thursday 1st May 2025

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 Thursday 1st May 2025



National Total TV Reach

12,164,000



Broadcast TV Reach

10,347,000



BVOD Reach

3,246,000

Rank	Description	Network	Total TV National Reach 	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN NEWS	Seven	2,158,000	1,362,000	90,000
2	9NEWS	Nine	2,060,000	1,265,000	119,000
3	WOMEN'S STATE OF ORIGIN 1ST	Nine	2,009,000	927,000	172,000
4	A CURRENT AFFAIR	Nine	1,642,000	1,066,000	100,000
5	TIPPING POINT AUSTRALIA	Nine	1,423,000	788,000	68,000
6	SEVEN'S AFL: THURSDAY AFTERNOON FOOTBALL	Seven	1,381,000	455,000	32,000
7	THE CHASE AUSTRALIA	Seven	1,339,000	644,000	44,000
8	7.30-EV	ABC	1,193,000	756,000	38,000
9	WOMEN'S STATE OF ORIGIN 1ST -PRE MATCH	Nine	1,190,000	757,000	114,000
10	HOME AND AWAY	Seven	1,150,000	822,000	145,000
11	ABC NEWS-EV	ABC	1,137,000	846,000	36,000
12	RESTORATION AUSTRALIA-EV	ABC	998,000	480,000	17,000
13	SUNRISE	Seven	952,000	401,000	41,000
14	TODAY	Nine	761,000	307,000	43,000
15	SEVEN'S AFL: THURSDAY AFTERNOON FOOTBALL - PRE GAME	Seven	747,000	318,000	23,000
16	DOGS BEHAVING (VERY) BADLY	Seven	738,000	324,000	24,000
17	GRAND DESIGNS AUSTRALIA RPT	ABC	723,000	341,000	9,000
18	9NEWS AFTERNOON	Nine	721,000	412,000	30,000
19	10 NEWS FIRST	10	706,000	353,000	17,000
20	THE INSPIRED UNEMPLOYED: THE LIST	10	705,000	211,000	17,000
21	NEWS BREAKFAST-AM	ABC	679,000	251,000	16,000
22	THE PROJECT	10	676,000	278,000	17,000
23	SEVEN NEWS AT 4	Seven	615,000	319,000	22,000
24	CLAIRE HOOPER'S HOUSE OF GAMES-EV	ABC	596,000	266,000	11,000
25	THE MORNING SHOW	Seven	572,000	247,000	25,000
26	TIPPING POINT UK -RPT	Nine	556,000	327,000	19,000
27	BRITAIN'S GOT TALENT	Seven	540,000	227,000	14,000
28	BILL BAILEY'S WILD WEST AUSTRALIA RPT	ABC	525,000	202,000	4,000
29	THE SECRET DNA OF US	SBS	520,000	240,000	10,000
30	TASKMASTER AUSTRALIA	10	483,000	244,000	14,000



People 25-54: Cumulative Reach for Thursday 1st May 2025



National Total TV Reach

4,702,000



Broadcast TV Reach

3,582,000



BVOD Reach

1,704,000

Rank	Description	Network	Total TV National Reach 	Total TV National Average Audience	BVOD National Average Audience
1	WOMEN'S STATE OF ORIGIN 1ST	Nine	811,000	394,000	108,000
2	9NEWS	Nine	626,000	365,000	61,000
3	SEVEN NEWS	Seven	576,000	337,000	46,000
4	SEVEN'S AFL: THURSDAY AFTERNOON FOOTBALL	Seven	494,000	193,000	19,000
5	A CURRENT AFFAIR	Nine	489,000	281,000	54,000
6	WOMEN'S STATE OF ORIGIN 1ST -PRE MATCH	Nine	398,000	276,000	68,000
7	TIPPING POINT AUSTRALIA	Nine	364,000	186,000	32,000
8	HOME AND AWAY	Seven	343,000	257,000	78,000
9	THE INSPIRED UNEMPLOYED: THE LIST	10	306,000	118,000	11,000
10	THE CHASE AUSTRALIA	Seven	305,000	128,000	21,000
11	SUNRISE	Seven	288,000	117,000	23,000
12	THE PROJECT	10	285,000	110,000	10,000
13	SEVEN'S AFL: THURSDAY AFTERNOON FOOTBALL - PRE GAME	Seven	277,000	125,000	13,000
14	TODAY	Nine	268,000	109,000	24,000
15	7.30-EV	ABC	260,000	177,000	15,000
16	TASKMASTER AUSTRALIA	10	237,000	134,000	9,000
17	ABC NEWS-EV	ABC	223,000	155,000	13,000
18	DOGS BEHAVING (VERY) BADLY	Seven	218,000	75,000	13,000
19	NEWS BREAKFAST-AM	ABC	217,000	77,000	8,000
20	RESTORATION AUSTRALIA-EV	ABC	203,000	84,000	6,000
21	10 NEWS FIRST	10	202,000	98,000	8,000
22	WOMEN'S STATE OF ORIGIN 1ST -POST MATCH	Nine	192,000	137,000	37,000
23	SUNRISE -EARLY	Seven	174,000	89,000	15,000
24	9NEWS LATE	Nine	168,000	92,000	26,000
25	TODAY -EARLY	Nine	159,000	71,000	16,000
26	DEAL OR NO DEAL	10	156,000	82,000	10,000
27	9NEWS AFTERNOON	Nine	155,000	81,000	14,000
28	THE CHEAP SEATS ENCORE	10	151,000	61,000	3,000
29	SEVEN'S AFL: THURSDAY AFTERNOON FOOTBALL - POST GAME	Seven	140,000	82,000	8,000
30	BRITAIN'S GOT TALENT	Seven	136,000	51,000	7,000



People 16-39: Cumulative Reach for Thursday 1st May 2025



National Total TV Reach

2,473,000



Broadcast TV Reach

1,725,000



BVOD Reach

954,000



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	WOMEN'S STATE OF ORIGIN 1ST	Nine	407,000	196,000	71,000
2	9NEWS	Nine	247,000	149,000	30,000
3	SEVEN'S AFL: THURSDAY AFTERNOON FOOTBALL	Seven	236,000	89,000	12,000
4	SEVEN NEWS	Seven	215,000	113,000	23,000
5	A CURRENT AFFAIR	Nine	192,000	112,000	28,000
6	WOMEN'S STATE OF ORIGIN 1ST -PRE MATCH	Nine	190,000	137,000	41,000
7	TIPPING POINT AUSTRALIA	Nine	155,000	79,000	16,000
8	HOME AND AWAY	Seven	150,000	114,000	46,000
9	THE INSPIRED UNEMPLOYED: THE LIST	10	129,000	48,000	6,000
10	SEVEN'S AFL: THURSDAY AFTERNOON FOOTBALL - PRE GAME	Seven	118,000	57,000	8,000
11	THE PROJECT	10	114,000	51,000	4,000
12	7.30-EV	ABC	108,000	75,000	7,000
13	THE CHASE AUSTRALIA	Seven	104,000	41,000	11,000
14	SUNRISE	Seven	99,000	33,000	11,000
15	TASKMASTER AUSTRALIA	10	97,000	52,000	5,000
16	NEWS BREAKFAST-AM	ABC	90,000	38,000	3,000
17	WOMEN'S STATE OF ORIGIN 1ST -POST MATCH	Nine	89,000	66,000	23,000
18	TODAY	Nine	86,000	35,000	11,000
19	ABC NEWS-EV	ABC	85,000	62,000	6,000
20	RESTORATION AUSTRALIA-EV	ABC	75,000	35,000	3,000
21	DOGS BEHAVING (VERY) BADLY	Seven	74,000	29,000	7,000
22	9NEWS AFTERNOON	Nine	72,000	35,000	7,000
23	SEVEN'S AFL: THURSDAY AFTERNOON FOOTBALL - POST GAME	Seven	64,000	37,000	5,000
24	9NEWS LATE	Nine	62,000	39,000	16,000
25	BRITAIN'S GOT TALENT	Seven	58,000	20,000	4,000
26	DEAL OR NO DEAL	10	58,000	28,000	5,000
27	10 NEWS FIRST	10	58,000	23,000	4,000
28	SUNRISE -EARLY	Seven	58,000	25,000	6,000
29	TODAY EXTRA	Nine	56,000	23,000	7,000
30	ABC NEWS MORNINGS-AM	ABC	55,000	11,000	2,000



Grocery Shoppers (18+): Cumulative Reach for Thursday 1st May 2025



National Total TV Reach

8,822,000



Broadcast TV Reach

7,458,000



BVOD Reach

2,575,000

Rank	Description	Network	Total TV National Reach 	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN NEWS	Seven	1,703,000	1,092,000	72,000
2	9NEWS	Nine	1,613,000	1,001,000	96,000
3	WOMEN'S STATE OF ORIGIN 1ST	Nine	1,503,000	682,000	134,000
4	A CURRENT AFFAIR	Nine	1,277,000	836,000	80,000
5	TIPPING POINT AUSTRALIA	Nine	1,116,000	628,000	55,000
6	THE CHASE AUSTRALIA	Seven	1,061,000	513,000	35,000
7	SEVEN'S AFL: THURSDAY AFTERNOON FOOTBALL	Seven	1,031,000	337,000	25,000
8	7.30-EV	ABC	995,000	636,000	33,000
9	ABC NEWS-EV	ABC	934,000	699,000	31,000
10	HOME AND AWAY	Seven	904,000	646,000	116,000
11	WOMEN'S STATE OF ORIGIN 1ST -PRE MATCH	Nine	895,000	568,000	90,000
12	RESTORATION AUSTRALIA-EV	ABC	835,000	408,000	15,000
13	SUNRISE	Seven	749,000	324,000	34,000
14	GRAND DESIGNS AUSTRALIA RPT	ABC	608,000	288,000	7,000
15	DOGS BEHAVING (VERY) BADLY	Seven	597,000	260,000	20,000
16	TODAY	Nine	594,000	247,000	35,000
17	9NEWS AFTERNOON	Nine	576,000	331,000	24,000
18	SEVEN'S AFL: THURSDAY AFTERNOON FOOTBALL - PRE GAME	Seven	574,000	237,000	18,000
19	10 NEWS FIRST	10	572,000	286,000	14,000
20	NEWS BREAKFAST-AM	ABC	558,000	209,000	15,000
21	THE INSPIRED UNEMPLOYED: THE LIST	10	537,000	160,000	14,000
22	THE PROJECT	10	511,000	202,000	14,000
23	CLAIRE HOOPER'S HOUSE OF GAMES-EV	ABC	502,000	226,000	10,000
24	SEVEN NEWS AT 4	Seven	488,000	254,000	17,000
25	THE MORNING SHOW	Seven	464,000	198,000	20,000
26	TIPPING POINT UK -RPT	Nine	455,000	269,000	15,000
27	BILL BAILEY'S WILD WEST AUSTRALIA RPT	ABC	446,000	172,000	4,000
28	BRITAIN'S GOT TALENT	Seven	427,000	180,000	11,000
29	THE SECRET DNA OF US	SBS	424,000	195,000	8,000
30	ABC NEWS MORNINGS-AM	ABC	396,000	80,000	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.

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