



LEADING THE WAY IN 2016

PRIME7 STILL NO.1
IN HISTORIC REGIONAL SWITCH YEAR
RECORDS BIGGEST LEAD EVER

Consistent programs, consistent ratings, and consistently No.1 for **PRIME7!**

PRIME7 is the regional leader again in 2016, remaining the most watched television Network across New South Wales (including the ACT and Gold Coast) and Victoria for the fourth year in a row.

With the official Television Survey Year concluding Saturday 26th November, results to date show that **PRIME7** is the No.1 Regional Network for 2016 with a free-to-air share of **31.4%**. NINE Content Affiliates recorded 27.1%, the ABC is in third position with 18.0%, while the TEN Content Affiliates rank fourth with 16.9%. PRIME7 now has its largest lead ever over the opposition, with a record gap of 4.8 points to the nearest competitor.

Commenting on the winning end of year ratings results, PRIME Chief Executive Officer Ian Audsley said, "In a year which saw a once in a generation change where our competitors switched affiliation agreements, it's great to see that our consistent brand and programming continues to resonate strongly with viewers."

- PRIME7 No.1 with 31.4% FTA share
- PRIME7 No.1 for the 4th year in a row
- PRIME7 wins 38 of 40 Survey weeks
- PRIME7 No.1 for Weeknight News
- PRIME7 delivers Top 9 most watched 'regular programs' on television in 2016
- **MY KITCHEN RULES** dominates the ratings landscape
- **THE CHASE** is the most watched game show in 2016
- **SUNRISE** is the most watched breakfast program in 2016
- **SUNDAY NIGHT** is the most watched public affairs program in 2016
- **MOLLY** is the highest rating mini-series in 2016
- **WANTED** is the most watched Australian drama series in 2016
- The final series of **DOWNTON ABBEY** is the most watched international series in 2016

Source: Regional TAM – Free-to-Air, Northern NSW, Southern NSW and Victoria Combined, Total People, Combined Network Shares, Survey Year To Date, 07.02.16 – 23.11.16 (excluding Easter 20.03.16 - 02.04.16), 6.00pm – Midnight, Consolidated Data (includes overnight data 17.11.16 – 23.11.16) | News: Monday – Friday, 6.00pm – 6.30pm | Regular Programs: aired 3 or more times | Rankings based on all day parts

MEDIA RELEASE

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