

THE MONTH THAT WAS IN WOLLONGONG NEWS

PRIME7 NO.1 FOR WEEKNIGHT NEWS

NO.1 AT 6.00PM

NO.1 AT 6.30PM

NO.1 NEWS HOUR

It has been a month since the TV news landscape changed in the Illawarra, but one thing has remained the same, **PRIME7** is still No.1 in weeknight news!

Week in week out, **SEVEN NEWS WITH MARK FERGUSON** remains the first choice of viewers in the Wollongong market, attracting a winning share every week in the 6.00pm – 6.30pm, 6.30pm – 7.00pm and 6.00pm – 7.00pm Monday to Friday timeslots.

WOLLONGONG NEWS HOUR 6.00PM – 7.00PM, MONDAY TO FRIDAY 12.02.17 – 11.03.17 COMMERCIAL PRIMARY CHANNEL SHARE			
	PRIME7	NINE	WIN
WEEK 1	41.2%	25.3%	33.6%
WEEK 2	46.1%	21.4%	32.5%
WEEK 3	45.2%	24.0%	30.8%
WEEK 4	48.0%	20.4%	31.6%

Despite two local news bulletins, viewers across the Illawarra and South Coast continue to make the switch to **Mark Ferguson** and **Seven News**.

In the first 4 weeks combined in the weeknight news hour, PRIME7 recorded an average audience share of **45.2%**. Across the same period, WIN recorded a 32.1% share, followed by NINE with 22.7%.

SEVEN NEWS WITH MARK FERGUSON, 6.00pm Weeknights on PRIME7

Source: Regional TAM – Free-to-Air, Wollongong sub-market, 12.02.17 – 11.03.17, Total People, 6.00pm – 6.30pm, 6.30pm – 7.00pm, 6.00pm - 7.00pm, Monday to Friday, Commercial Primary Channel Share, Consolidated 28 Data

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