



Sunday, 30 June 2024

Seven is Australia's #1

- **Most watched network nationally**
- **Reaching 17 million Australians each month**
- **#1 in 15 of 26 weeks**
- **#1 for news, sport, drama, breakfast**
- **7plus jumps 39%**



The Seven Network has taken the title of Australia's most watched television and digital network in the first half of 2024, winning more viewers than any of its rivals.

Across the first six months of the year, Seven had a total TV commercial share of 40.9% in all people, compared to Nine Network's 39.1% share and Network Ten's 20%.

Reaching over 17 million Australians a month, Seven has been #1 nationally in 15 weeks across TV and BVOD since the start of the year and is the fastest growing network in terms of both its audience and its audience share.

Driven by the success of **7NEWS**, **AFL**, **Test** and **BBL cricket**, **Australian Idol**, **Farmer Wants A Wife**, **The 1% Club** and other key content, Seven has increased its share among all people, 25 to 54s and grocery shoppers. Seven was #1 among grocery shoppers with a 41.3% share.



A raft of exclusive content plus the hits of Seven made [7plus](#) a star performer. Its BVOD share jumped from 33.8% in the first half of 2023 to 36.2% this year, with a 39% increase in minutes watched.

Seven has the most-watched shows in Australia:

- #1 news program – **7NEWS**
- #1 Australian drama – **Home and Away**
- #1 lifestyle show – **Better Homes and Gardens**
- #1 daily game show – **The Chase Australia**
- #1 winter sport – **AFL**
- #1 breakfast show – **Sunrise/Weekend Sunrise**
- #1 morning show – **The Morning Show**

Seven West Media Managing Director and Chief Executive Officer, Jeff Howard, said: “Seven leads the field as the most-watched TV and digital network in Australia, capturing more viewers than anyone else.

“With the most-watched news, breakfast show, winter sport, game show and lifestyle program, plus a strong slate of entertainment content, we’ve shown consistent scheduling and consistent leadership across the first six months of 2024. We were #1 in 15 of the first 26 weeks of the year and the home of the most popular programs.

“7plus continues to go from strength to strength, thanks to the great content on Seven, the popular shows from our NBCUniversal partnership, and its ever-growing library of exclusive content. It will get even stronger later this year when we add AFL and cricket to the 7plus platform for the first time,” he said.

Group Managing Director, Seven Television, Angus Ross, said: “Seven’s success in the first half once again demonstrates our ability to reach and engage with many Australians with the news, sport and entertainment content they want, on whatever screen they are using.

“Our content ‘spine’ shows – **Sunrise, The Morning Show, The Chase Australia, 7NEWS, Home and Away** and **Better Homes and Gardens** – remain #1 in their timeslots. The **AFL** stands tall as Australia’s favourite winter sport, while our 7.30pm entertainment shows including **Australian Idol, Farmer Wants A Wife** and **The 1% Club** are extremely strong brands.

“**Australian Idol**’s audience increased more than 5% this year, making it the fifth 7.30pm entertainment series on Seven over the past year to grow its year-on-year audience. No other network can match that achievement,” he said.



“And we are only getting started for 2024. We know people are going to love the all-new **Dancing With The Stars**, which starts next Sunday, plus the new seasons of **The Voice**, **My Kitchen Rules**, **Stranded On Honeymoon Island** and **First Dates** coming this year.

“The second half of 2024 will also bring more **AFL** including the Finals series, more **Supercars** including the **Bathurst 1000**, horse racing, the **TV WEEK Logie Awards**, **Made In Bondi**, **The Hunters**, **The Rise and Fall of Kings Cross**, **The Wave**, **The Rookie**, **Australia’s Most Dangerous Prisoners** and much, much more,” Mr Ross said.

FIRST HALF 2024

NATIONAL TOTAL TV COMMERCIAL SHARES (%):

Week 20	All people	25 to 54s	Grocery shoppers
Seven Network	40.9	35.3	41.3
Nine Network	39.1	41.3	38.9
Network Ten	20.0	23.4	19.8

THE HITS OF SEVEN

Seven’s AFL: National season-to-date reach 12.3 million. National match audience 601,000.

Seven’s Test Series Cricket: National season reach 11.5 million. National match audience 720,000.

Seven’s BBL Series Cricket: National season reach 10.9 million. National match audience 470,000.

Australian Idol: National series reach 9.7 million. National audience 929,000. Up 5.3% on 2023.

7NEWS: National monthly reach 9.6 million. National audience per night 1.2 million. #1 news program.

Farmer Wants A Wife: National series reach 8.8 million. National audience 1.23 million.

Dream Home: National series reach 6.6 million. National audience 809,000.

The Front Bar: National series reach 7.5 million. National audience 580,000.



Home and Away: National monthly reach 5.8 million. National audience 901,000. #1 local drama series.

The Chase Australia: National monthly reach 5.7 million. National audience 653,000. #1 game show.

The 1% Club: National series reach 5.5 million. National audience 918,000.

Sunrise: National monthly reach 4.1 million. National audience 389,000. #1 weekday breakfast program.

Better Homes and Gardens: National monthly reach 3.5 million. National audience 599,000. #1 lifestyle program.

Ron Iddles: The Good Cop: National series reach 3.5 million. National audience 595,000.

Mr. Bates Vs the Post Office: National series reach 3.4 million. National audience 974,000.

Weekend Sunrise: National monthly reach 3.2 million. National audience 384,000. #1 weekend breakfast program.

The Morning Show: National monthly reach 2.9 million. National audience 236,000. #1 morning program.

The Marlow Murder Club: National reach 2.8 million. National audience 613,000.

7NEWS Spotlight: National monthly reach 2.8 million. National audience 576,000.

Super Bowl LVIII: National reach 2.6 million. National audience 812,000

Ego: The Michael Gudinski Story: National reach 1.7 million. National audience 631,000.

King Con: Life and Crimes of Hamish McLaren: National reach 1.7 million. National audience 519,000.

The Oscars: National reach 1.5 million. National audience 516,000.

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About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital. The Seven Network alone reaches about 17 million people a month.

The company owns some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [7plus: 7NEWS.com.au](https://7plus.7NEWS.com.au); *The West Australian*; *The Sunday Times*; and [The Nightly](#). The Seven Network is home to Australia's most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.

Source: OzTAM VOZ national total TV, program reach (broadcast TV 1 min/BVOD 15 sec), national average audience and con 7. Share based on "when watched" 1800-2400 up to and including 27/6/24. Monthly and series reach. Program average audience.