

Friday May 10, 2019

7AFL Kicking Goals in 2019

#1 Winter Sport scores 16% YoY audience growth, huge reach & demo shares

The 2019 Toyota AFL Premiership Season is kicking massive goals for Seven and its commercial partners, demonstrating the power of Australia's number-one winter sport.

After seven rounds, the 2019 AFL Season has grown its audience by 16% compared to the same time last year, and in the process has reached almost 11 million Australians - well over 40% of Australia's population.

This explosive growth in year-on-year AFL viewership reached a height across round seven, the most recent completed round of the 2019 season, with 37% more people tuning in to Seven's coverage of the AFL compared to the same round in 2018.

Seven's AFL broadcasts are ratings juggernauts, securing enormous commercial broadcast television audience shares of 48.8% on Friday nights, 51.5% on Saturday nights, and 51.5% on Sunday nights.

The key demographic of males aged 16 to 54 years old is tuning into Seven's coverage of the AFL in droves, with Sunday matches seeing 70% of M16-54 commercial free to air television viewers watching Seven's coverage in Melbourne and Adelaide, as well as 63% in Perth. Friday nights see 58% of this same demographic watching Seven's coverage in Melbourne, and 67% in Adelaide.

The success of the 2019 AFL Season hasn't been confined to the field, with *The Front Bar* going from strength to strength on the screens of Seven. *Armchair Experts*, which returned for a second season on 7plus and Twitter after reaching 1.5 million viewers in 2018, is engaging new audiences and has this year secured new commercial partnerships, including with PointsBet.

Pat Moloughney, Director – Network Sport Sales, said: *"We couldn't be happier with how the 2019 AFL Premiership Season has kicked off, and we know our commercial partners are just as happy. This massive year-on-year growth shows just how much Australians loved footy and how important it is for brands."*

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“Our partners are reaching more of the people they want to reach, delivering them a better return on their investment and confirming that Seven’s AFL coverage is the best place to reach the key audiences that they are targeting.

*“And of course, the action continues off the field with *The Front Bar*, which has cemented itself as the number-one footy show on television, and with *Armchair Experts*, which brings analysis and commentary to a new audience, providing new opportunities for our partners. We can’t wait to see what the rest of this season brings.”*

Seven’s coverage of the 2019 Toyota AFL Premiership Season continues tonight with the Sydney Swans facing off against the Essendon Bombers, at 7.30 pm on 7 and 7mate.

End.

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia’s leading integrated media companies, with a market-leading presence in broadcast television, magazine and newspaper publishing and online.

The company is the home to many of Australia’s leading media businesses – Seven, 7TWO and 7mate, 7flix, 7food network, Pacific Magazines, The West Australian and The Sunday Times, and the biggest content brands including My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, Cricket Australia, the Olympic Games, Better Homes and Gardens, marie claire, Who, PerthNow, racing.com and 7plus.