



# Media Release

Monday, 2 August 2021

## **7NEWS hits new highs Australia's biggest weekday news audience in a decade 7NEWS: #1 nationally in 2021**

The Seven Network's **7NEWS** has cemented its position as the #1 news show in Australia after recording the nation's biggest average Monday to Friday capital city news audience in over a decade.

Last week (26 to 30 July), an average of 2.06 million viewers nationally watched **7NEWS** at 6pm, with 1.39 million viewers in the capital cities – the biggest audience since June 2011.

On Sunday 25 July, an average of 2.32 million viewers nationally and 1.56 million across the capital cities watched **7NEWS**, making it biggest single news audience on any network since January 2017.

The recent high caps a strong year for **7NEWS**, which has won every single week of the survey ratings year across the capital cities and nationally.

The nation's favourite news program has also won every week this survey ratings year in Adelaide and Perth, and has won 12 of the 23 weeks so far in Melbourne.

**7NEWS** hit recent highs in Sydney and Melbourne on Sunday 25 July. Sydney recorded 430,000 viewers, the biggest news audience across free-to-air television since January 2017, and Melbourne recorded 516,000 viewers – the biggest television news audience since April 2019.

Seven's Director of News and Public Affairs, Craig McPherson, said: "We are hugely proud that **7NEWS** is where Australians turn for trustworthy, high-quality news content during crucial times.

"Providing the very best local and national news service possible with accurate and trustworthy journalism, is at the heart of what we do. In each market across every News program we have the most exceptional teams delivering 24/7 in these exceptional times.

"Our investment in original reporting and content has helped **7NEWS** become a significant force in breaking local and national news. The past year has been a critical time for our viewers and as the nation continues to go through great change and challenges, **7NEWS** will remain the first place Australians turn for the defining stories and the vital facts," he said.

**7NEWS'** recent highs and the success of Seven's live, free and exclusive coverage of the Olympic Games Tokyo 2020 helped Seven Network achieve a 59.8% commercial share last week – its highest weekly share since the OzTAM audience measurement system started in 2001.





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Seven has now won 17 weeks so far in the calendar year 2021 and has been #1 in 12 of the 23 weeks so far in the survey year 2020/21.

## By the numbers:

### 7NEWS Sunday

- 1.61 million viewers nationally, 1.07 million in the capital cities
- #1 Sunday news program
- Won every week in first half of 2021
- 20% more viewers than Nine News nationally, 6% more in the capital cities

### 7NEWS Monday to Friday

- 1.57 million viewers nationally, 1 million in the capital cities
- #1 weeknight news program
- Won every week in first half of 2021
- 29% more viewers than Nine News nationally, 7% more in the capital cities

### 7NEWS Saturday

- 1.33 million viewers nationally, 867,000 in the capital cities
- #1 Saturday news program
- Won every week in first half of 2021
- 25% more viewers than Nine News nationally, 8% more in the capital cities

## For further information, please contact:

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### About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a marketleading presence in content production across broadcast television, publishing and digital. The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.

Source: OzTAM (Metro Broadcast, National BVOD), RegionalTAM (Comb. Agg Markets).

