



Media Release

Tuesday, 14 September 2021

7plus hits new heights in 2021

**Tokyo 2020 and The Voice help drive 58% increase
Registered users up more than 47% to 9.4 million**

The Seven Network's market-leading [7plus](#) broadcast streaming platform has recorded strong growth in 2021, expanding its audience and extending its market share leadership.

So far this year, 7plus has streamed more than 12 billion minutes of content, 21% more than its nearest commercial competitor.

It has increased its live streaming viewership year-on-year by a massive 186% and its total viewership by 58%.

The success of the Olympic Games Tokyo 2020, **The Voice, Home and Away** and other key content has given 7plus a 47.3% year-to-date commercial free to air BVOD share, up 5.7 share points on the same period in 2020 and more than eight share points above its nearest competitor.

Since July, 7plus has had a 60% share, more than Nine Network and Network 10 combined.

7plus also dominates the key advertiser demographics so far this year, commanding a 47% share in people 25 to 54.

7plus commands an even stronger lead in live streaming, with a 59% commercial share for total people.

With more than 40 Olympics channels, 7plus set new Australian streaming records during Tokyo 2020 and added more than 2.8 million new registered users, lifting its total number of registered users 44% to more than 9.2 million. Since then, it has increased to 9.4 million, up 47% in total since before Tokyo 2020.

Australians watched more than 4.74 billion minutes of Tokyo 2020 content on 7plus, making it the biggest digital event in Australian history. 7plus's comprehensive coverage of The Paralympic Games Tokyo 2020 also attracted huge audiences, with the Paralympics Opening Ceremony alone doubling the total minutes streamed for the whole of Rio 2016.

The Voice was #1 in live streaming each night it aired with an average of 75,000 viewers, up 151% on the 2020 live streaming average. An average of 181,000 viewers watched the world's biggest singing competition on-demand, up 48% on the 2020 season.

The #1 television show of 2021 attracted an average of 257,000 viewers per episode through on-demand and live streaming on 7plus, up 65% on **The Voice's** 2020 BVOD season average. Viewing on 7plus alone added 14% to the average total audience and 22% in 25 to 54s.

Seven West Media Chief Digital Officer, Gereurd Roberts, said: “The remarkable growth of 7plus in 2021 has been driven by Seven’s content-led growth strategy which continues to deliver compelling content that connects with younger audiences.

“After shattering Australian streaming records with our Tokyo 2020 coverage, 7plus has continued the momentum, with **The Voice** dominating live and on-demand streaming every night it aired. **Home and Away** has also delivered audience highs in the last month as it continues to connect with viewers on television and online.

“With the unmissable **SAS Australia** and **Big Brother VIP**, 7plus will continue its powerhouse position as the #1 free-to-air broadcast streaming service in Australia. Along with our incredible new content, 7plus boasts an extensive library of exclusive and classic content and we continually innovate to enhance the viewing experience.”

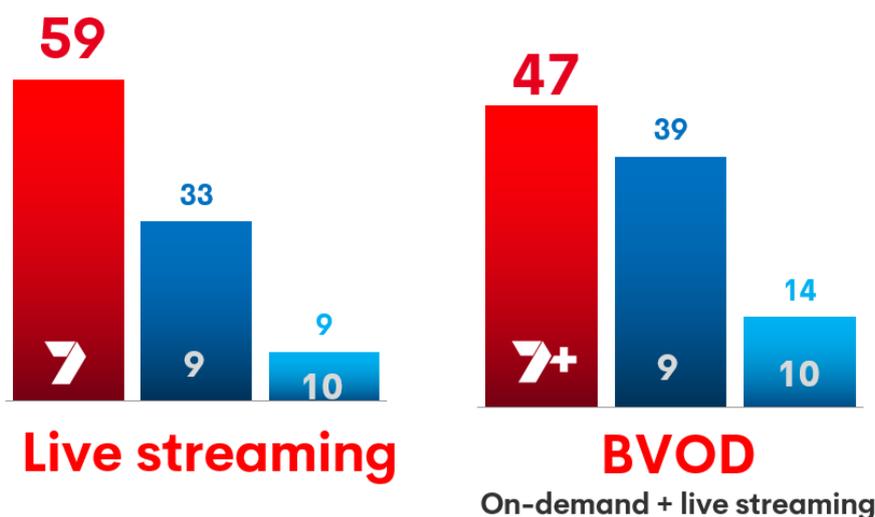
7plus in 2021:

- #1 commercial free-to-air BVOD platform, with a 47.3% share of total commercial free-to-air BVOD viewership
- #1 in live streaming viewership, with a 59% share
- 58% growth in total viewership year-on-year
- 186% growth in live viewership year-on-year
- Registered users up 47% to 9.4 million since before Tokyo 2020

Total people: commercial audience shares (%)

	2021 year-to-date	2020	Change
	47.3	41.6	+5.7
	39.2	41.2	-2.0
	13.5	17.3	-3.7

Free-to-air commercial broadcast streaming shares (%)



Source: OzTAM VPM 3.1, 2021 calendar year (3 January to 12 September 2021 v. 5 January to 13 September 2020)

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market-leading 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.