



# Media Release

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## Farmer Wants A Wife wins hearts across all screens

Real love burned bright on the Seven Network this year as the latest season of **Farmer Wants A Wife** won hearts and viewers across Australia.

The nation's favourite bush fairy-tale rounded up huge audiences on broadcast and online throughout the series, as viewers were captivated by the farmers' search for true love.

Last night, 1.41 million viewers nationally, including 853,000 in the capital cities, watched **Farmer Wants A Wife – Finale**. The finale dominated its timeslot in total people.

Broadcast for the first time across Seven and [7plus](#), the 2021 season of **Farmer Wants A Wife** averaged a total audience across linear TV and BVOD of 1.38 million and reached close to 6 million people.

The launch episode had a total audience of 1.53 million, helping lift its timeslot audience 13% year-on-year.

Across the series, **Farmer Wants A Wife** ranked #1 in its timeslot in total people and women.

Hosted by Natalie Gruzlewski, **Farmer Wants A Wife** was a hit across all screens. Its average time-shifted and BVOD audience were 89,000 and 163,000 respectively.

BVOD alone added 14% to the total audience, and 23% in 25 to 54s.

On [7plus](#), more than 128 million minutes of **Farmer Wants A Wife** were streamed in 2021, with a massive average audience of 163,000 every episode.

Seven's Network Director of Programming, Angus Ross, said: "In 2021, **Farmer Wants A Wife** was once again a must-see show as audiences connected with real love and real stories. This year, the series hit new heights on [7plus](#), with huge audiences falling in love with the show online and helping it become Australia's second biggest VOD show since its season launch.

"**Farmer Wants A Wife**'s success has set us up to deliver huge, engaged audiences for our upcoming and unmissable coverage of the Olympic Games Tokyo 2020 and is further evidence of the success of our content-led growth strategy."

A new season of **Farmer Wants A Wife** for 2022 was announced earlier this month and casting is underway.

**Farmer Wants A Wife** is a Fremantle and Eureka Productions co-production for the Seven Network.



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## Farmer Wants A Wife by the numbers

- National total audience (includes overnight, time-shifted and BVOD audience): 1.38 million
- Capital city total TV audience (overnight, time-shifted and national BVOD audience): 925,000
- National average broadcast audience: 1,205,000
- Capital city average broadcast audience: 755,000
- Average time-shifted audience: 89,000
- [7plus](#) average BVOD audience: 163,000 (7 day)
- Timeslot rankings: #1 in total people and women
- 128.7 million minutes streamed
- 28.3 million social media impressions
- 6.3 million social video views
- 2.3 million social media interactions

### For more 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 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.

*Source: OzTAM (Metro Broadcast, National BVOD), RegionalTAM (Comb. Agg Markets). Farmer Wants a Wife: 4-21/7/2021. Total Audience: Broadcast + BVOD average audience (Metro Total Audience for Metro Broadcast and National BVOD). Broadcast data based on Cons 7 prior last 4 episodes, Overnight last 4 eps. Preliminary data for Final. Time-shifted 7day audience. BVOD (Live + VOD 7Days) includes co-viewing, Ave Audience and Total Minutes (7 Day). 2<sup>nd</sup> biggest BVOD program based on VOD minutes viewed since launch (4/7/21) to finale (21/7/2021).*

