



Media Release

Monday, 9 August 2021

Olympic glory: Tokyo 2020 makes history

Seven's broadcast up 71% on Rio 2016

Opening Ceremony: 3.85 million viewers

4.74 billion minutes streamed on 7plus

7plus registered users surge 44% to 9.2 million

As the Olympic Games Tokyo 2020 came to an inspiring close last night, more than 20 million Australians have tuned in to watch the Seven Network's innovative coverage of the 17 days of the Games, making it the biggest television and streaming event in Australian history.

From the Opening Ceremony on Friday 23 July to last night's Closing Ceremony, 20.2 million Australians watched Seven's live, free and exclusive broadcast of Tokyo 2020, with 41% watching on both Seven and [7plus](#).

Across the 17 days of coverage (includes Opening Ceremony), the average full day broadcast audience was up 80% on Rio 2016 in the capital cities and up 71% nationally.

Seven's prime time commercial free-to-air network share across days 1 to 7 of the Games was 60.3%. That increased to 61.9% across days 8 to 16. In week 32 of the OzTAM survey year, Seven Network recorded the biggest prime time commercial share (62.7%) for any network in total people and 25 to 54s since OzTAM ratings started in 2001

Seven Network's average prime time capital city audience from 6.00pm to midnight grew by 12% from week one to week two of the Games.

Channel 7's share alone was 43.0% across the first week and 43.7% across the second week – more than double its closest rival and more than four times the share of the third ranked primary channel

7mate recorded an 11.1% commercial share across Tokyo 2020, making it the #1 multichannel and the #3 free-to-air commercial channel – trumping a rival primary channel.

With a total audience of 3.85 million viewers nationally, including time-shift and BVOD audiences, the Opening Ceremony is the most most-watched TV program of 2021.

Tokyo 2020 has boosted Seven Network's strong momentum. Seven is currently #1 in the 2021 survey year with a 40.8% year-to-date commercial share. It has won 18 weeks of the 32 weeks so far in calendar 2021 and is the only network growing its commercial share in 2021.





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7plus

With more than 40 Olympics channels, [7plus](#) set new Australian streaming records during the competition, adding more than 2.8 million new registered users, bringing its total number of registered accounts to more than 9.2 million, an increase of 44% since Tokyo 2020 started.

Australians watched more than 4.74 billion minutes on [7plus](#), making it the biggest digital event in Australian history.

On 25 July, [7plus](#) delivered the biggest day of streaming in Australian television history with 376 million minutes, shattering the previous record of 86 million (held by a State of Origin rugby league match day this year) and 10 times more than the biggest day recorded for Rio 2016.

[7plus](#) was particularly popular with younger viewers, with VOZ data recording 18% of people 18 to 39 watched the Olympic action exclusively on [7plus](#), delivering an incremental audience reach on broadcast of 32% over the first 12 days. The incremental reach is even higher for men aged 18 to 39, with viewing on [7plus](#) extending the average broadcast day reach by 43%.

Seven West Media Chief Revenue Officer and Director of Olympics, Kurt Burnette: “We came into the Games confident Tokyo 2020 would be a success, but the record-breaking reaction from audiences exceeded all expectations.

“Our exclusive, live and free coverage on Seven and [7plus](#) was unmissable entertainment for millions, as our Aussie athletes equaled their best Olympic performance ever and provided Australia with much-needed inspiration. For the brands involved with delivering the Games across the screens of Seven, it represented the largest and most addressable marketing platform ever created.

“The success of our innovative coverage is testament to the incredible people we have behind the scenes and on-screen bringing must-watch moments to viewers. From our exceptional hosts and commentary teams to the excellent production and operations teams across broadcast and digital, everyone worked together to deliver a world-class experience,” he said.

Top broadcast events

Tokyo 2020 live events on Seven Network, days 1 to 16, excluding the Opening and Closing Ceremonies. Broadcast peak minute audience, overnight data

Rank	Date	Event	Metro	National
1	1 August	Athletics, Men's 100m Semi Final	2,250,990	3,106,148
2	4 August	Athletics, Men's 800m Final	2,312,707	3,048,079
3	1 August	Athletics, Women's 100m Hurdles Heat	2,245,068	3,025,708





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4	1 August	Athletics, Men's 800m Semi Final	2,230,441	3,011,052
5	1 August	Athletics, Men's High Jump Final	2,227,249	3,007,866
6	5 August	Hockey, Men Final with Australian Silver medal win - AUS v BEL	2,221,372	2,978,910
7	4 August	Athletics, Women's 3000m Steeplechase	2,102,329	2,797,220
8	4 August	Athletics, Men's Decathlon Heat	2,034,822	2,679,768
9	1 August	Athletics, Men's 400m Hurdles Semi Final	1,973,631	2,662,996
10	31 July	Athletics, Men's 100m Heat	1,895,078	2,586,623
11	25 July	Swimming, Women's 4 x 100m Freestyle Relay Final with Australian Gold medal win	1,971,042	2,575,999
12	4 August	Athletics, Women's 400m Semi Final	1,838,520	2,549,807
13	25 July	Swimming, Women's 400m Freestyle Heat	1,829,040	2,539,120
14	1 August	Swimming, Men's 4 x 100m Medley Relay	1,916,054	2,538,153
15	31 July	Athletics, Men's Discus Throw Final	1,812,368	2,455,543
16	25 July	Canoe Slalom, Women's Kayak Heat	1,792,876	2,447,241
17	25 July	Swimming, Women's 4 x 100m Freestyle Relay Medals with Australian Medal	1,818,928	2,432,439
18	4 August	Athletics, Women's 1500m Semi Final	1,746,801	2,403,758
19	2 August	Football, Women Semi Final - AUS v SWE	1,795,191	2,393,753
20	25 July	Swimming, Men's 4 x 100m Freestyle Relay Heat	1,723,907	2,366,088

SEVEN NETWORK: WEEK 31

Shares

- Seven Network: 59.8% commercial share, more than double closest rival, more than three times the share of the third ranked network
- Channel 7: 43.0% commercial share, more than double closest rival, more than four times the share of the third ranked primary channel
- 7mate: 10.1% commercial share, #3 channel for the week behind Seven and Nine primary
- 7mate, 7two, 7flix: 16.8% combined commercial share, higher the third ranked network
- Saturday 31 July: Biggest 6.00am to midnight network commercial share (72.4%) for any network since OzTAM ratings launched in 2001

Program rankings

Total people:

- All top 20 programs
- 24 of the top 25 programs
- 34 of the top 40 programs





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25 to 54s:

- All top 20 programs
- All of the top 25 programs
- 32 of the top 40 programs

SEVEN NETWORK: WEEK 32

Shares

- Seven Network: biggest prime time commercial share for any network in total people and 25 to 54s since OzTAM ratings started in 2001
- Seven Network: 62.7% commercial share, more than three times higher than its closest rival network
- Channel 7: 43.7% commercial share, almost three times higher than the share of its closest rival channel
- 7mate: 13.3% commercial share, #3 channel for the week behind Seven and Nine primary channels
- 7mate, 7two, 7flix: 18.9% commercial combined share, higher than the third ranked network

Program rankings

Total people:

- All top 20 programs
- 24 of the top 25 programs
- 35 of the top 40 programs

25 to 54s:

- All top 20 programs
- All of the top 25 programs
- 33 of the top 40 programs

For further information, please contact:

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Source: OzTAM (Metro Broadcast, National BVOD), RegionalTAM (Comb. Agg Markets). 20.19m Reach based on VOZ for Opening Ceremony to Day 12 inclusive (Days 13-16 not available at time of release). Audience growth for 2020 Tokyo v 2016 Rio based on Olympic Games Genre for broadcast average audience. Metro Primetime (1800-2400) Commercial Shares. Wk 31: W/C 25/7/21, Wk 32: W/C 1/8/21, Days 1-7: 24-30/7/21, Days 8-16: 31/7-8/8/2021. Olympic Ceremony 3.85m based on VOZ. Survey YTD: 2021 Wks 7-33 (excludes*





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Summer, Easter and Wk 33 based Sun only). Calendar YTD: 2021 Wks 1-32. 7plus BVOD includes co-viewing, Live + VOD, Broadcast and Exclusive Olympic Channels. VOZ period: 23-31/7/2021. Broadcast data: Overnight (Preliminary 6-8/8/2021).

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.

