



Media Release

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Seven and 7plus seize summer #1 in prime time, all day and BVOD

The winning combination of **7NEWS**, **Sunrise**, Test cricket and Australia's newest smash hit family entertainment show – **Holey Moley** – saw Seven Network take the #1 spot across summer.

With the 2021 “official” ratings kicking off today, the summer audience numbers reveal Seven took the crown in prime time with a total people network commercial share of 36.9%, ahead of Nine Network on 36.2% and Network 10 on 26.9%. Seven was also #1 in 16 to 39s and grew its audience share in that age group by 1.8 points over the summer months.

From 6.00am to midnight, Seven scored a total people commercial share of 40.3%, ahead of Nine on 35.8% and 10 on 23.9%, and ranked #1 in 25 to 54s and 16 to 39s.

7NEWS at 6.00pm had an average national audience of 1.39 million across the summer, compared with Nine News' 1.1 million. **Sunrise's** national audience of 442,000 put it well ahead of Nine's *Today* (291,000).

Across the summer, 7plus was the #1 commercial free to air BVOD service, securing a share of 40.6%, ahead of 9Now on 40.2% and 10play on 19.2%. 7plus' growth far outstripped the competition, growing viewership 49% year-on-year, compared to 35% for 10play and just 4% for 9Now.

Seven's Director of Network Programming, Angus Ross, said: “Across the day, from **Sunrise** at breakfast through to **7NEWS** in the evening and into prime time, we owned summer TV.

“**7NEWS**, **Sunrise** and **The Morning Show** kept viewers informed and engaged, while the Australia-India Test series kept them on the edge of their seats.

“Our success over summer gave us a great platform to launch our 2021 prime time content line up. That kicked off with **Holey Moley**, which was an out-of-the-box hit this week, delivering an average national audience of 1.18 million, huge year-on-year timeslot growth and sweeping all key age groups. Its first three episodes helped secure us the week, including wins in all key age groups,” he said.

“We're fully loaded and ready to go for 2021, with the biggest and best prime time content including **Ultimate Tag**, **Big Brother**, **Dancing With The Stars: All Stars**, **Farmer Wants A Wife**, **The Voice** and **SAS Australia**; the best sport with the AFL, Supercars and of course the Tokyo Summer Olympics; and constant hits including **7NEWS**, **Sunrise**, **The Chase**, **The Morning Show**, **Home and Away** and **Better Homes and Gardens**.”

Seven West Media Chief Revenue Officer, Kurt Burnette, said: “The success and growth year-on-year of **7NEWS**, **7NEWS.com.au**, **Sunrise**, **Holey Moley** and other great content over the summer months is the perfect start to the year for Seven and 7plus.

“Our entertainment line-up for 2021 for Seven and 7plus is the freshest and most disruptive content slate we have ever created. It has been developed and acquired to ensure we maintain the audience growth and momentum from the second half of 2020 in the key demographic of 25 to 54.

“Our sport content will be the largest marketing platform ever created across broadcast and digital, including what will be the most watched event in the past 20 years – the Tokyo Summer Olympics in July and August – the 2021 AFL Premiership Season, horse racing and Supercars.

“Seven will help bring brands closer to and integrated in the largest and most anticipated cultural moments of 2021. We will also offer the most comprehensive and exciting data opportunities in market, supported by new innovations to drive enhanced viewer and advertiser engagement.”

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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, Holey Moley, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Ultimate Tag, 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). Summer 2020/21: 29/11/2020-6/2/2021. Summer 2019/20: 1/12/2019-8/2/2020. National: Metro + Regional. Overall: 0600-2400, Primetime: 1800-2400. Metro Broadcast Commercial Network Shares. National BVOD (Live + VOD) CFTA Shares (24 hour day). 6pm News (Seven/Nine M-F 1800-1830), Sunrise/Today (Seven/Nine M-F 0700-0900). Holey Moley Australia: 1-3/2/2021 broadcasts national average overnight audience, excludes encores/repeats.