

Tuesday, January 8, 2019

Seven's First Cricket Test Series Smashes it for Six

The Seven Network, Australia's number one network for 12 years in a row, today confirmed that its first Cricket test series, between Australia and India, has been a resounding success.

The four-test series has delivered bumper ratings, with Seven scoring 56% of the daytime commercial television ratings. Seven has also delivered dominant shares of the key demographics, securing 60% of the P18-49 demographic and 58% of the P25-54 demographic during the daytime.

Over half of all Australians, 14.1 million people, have been reached by Seven's Summer of Cricket, demonstrating the power of the number one summer sport on the number one network. This included over 4 million people being reached on Boxing Day for the first day of the third test.

The first test series has been more than just a ratings success for Seven, with sponsors of the four-test series delighted with the success of their campaigns.

Natalie Harvey, Seven's Director of Network Sales, said: *"Our partners have been thrilled with the success of their campaigns during this test series. The tremendous reach of the Cricket has delivered a massive audience, and has given our Cricket partners and all advertisers unrivalled access to the key demographics they are targeting across the summer."*

Seven's coverage of test match Cricket resumes on January 24, when Australia takes on Sri Lanka in Brisbane in the first day of a day-night test. Coverage of the men's and women's Big Bash League continues on Seven until February 17, and includes all the finals of both the men's and women's tournaments.

End.

For more details:

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Source: OzTAM (Metro) and RegTAM (Regional). Test Match Cricket, Australia vs India Dec 6 2018 – Jan 7 2019. Commercial Share and Reach. All including pre/post match and lunch/tea break. Data: Overnight (Live + As Live) with guests. 1 minute consecutive viewing.

About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's leading integrated media companies, with a market-leading presence in broadcast television, magazine and newspaper publishing and online.

The company is the home to many of Australia's leading media businesses – Seven, 7TWO and 7mate, 7flix, 7food network, Pacific Magazines, The West Australian, The Sunday Times and Yahoo7, and the biggest content brands including My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, Cricket Australia, the Olympic Games, Better Homes and Gardens, marie claire, Who, PerthNow, racing.com and 7plus.