



Media Release

Tuesday, 20 October 2020

SAS Australia recruits a huge audience for launch

The Seven Network today detailed the hugely successful launch of *SAS Australia*, which recruited a huge audience for its premiere episode last night, Monday, 19 October.

SAS Australia was the top entertainment show last night, securing a massive audience of 1.194 million viewers nationally and 834,000 viewers in metro markets. The show won the key 25-54s demographic nationally, beating out its prime time competition. *SAS Australia* delivered more than double the 25-54s audience during its timeslot compared to the same time last year.

Beyond its broadcast success, the launch of *SAS Australia* delivered a strong audience on 7plus, helping it take the win in Live CFTA BVOD viewing on Monday. On social media, *SAS Australia* dominated, with #SASAustralia the number one trend on Twitter nationally, with 'Roxy' and 'Schapelle Corby' both trending nationally.

Angus Ross, Seven's Director of Programming, said: "*With SAS Australia we've put the real back in reality television – it's disruptive, different and packs an emotional punch – and the audience loved it. We look forward to sharing the journey of our killer cast of recruits over the coming weeks to see who's got what it takes to pass the toughest test. Trust me – you've never seen anything like this before.*"

SAS Australia continues tonight at 7.30 on Channel 7 and on 7plus.

Key points on the launch of *SAS Australia*

- 1.194 million viewers nationally – the top entertainment show.
- #1 in its prime time 7.30 timeslot for 25-54s nationally.
- 141% timeslot growth for 25-54s.
- Secured the Seven Network a win for Monday night.
- 7plus led Live CFTA BVOD viewing.
- #SASAustralia Trended No 1 Nationally on Twitter last night.
- 'Roxy' and 'Schapelle Corby' trended Nationally on Twitter last night.

Ends.

For more details:

Jack McLintock
Corporate and Government Affairs Manager
T: 0450 608 022
E: jmclintock@seven.com.au

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 comprises some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and BVOD offering 7plus, as well as The West Australian and The Sunday Times. Home to iconic brands such as Big Brother, Farmer Wants a Wife, Home and Away, Better Homes and Gardens, Australia's leading news and breakfast programs 7NEWS and Sunrise, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and the Olympics.