



September 29, 2013

The 2013 AFL Grand Final dominates on Seven

Nearly 4.5 million Australians watched Hawthorn claim the premiership over Fremantle in the 2013 AFL Grand Final.

Seven's live and exclusive coverage of the 2013 AFL Grand Final has drawn massive TV audiences around the country, with the match broadcast averaging a combined 3.631m viewers including regional areas, and peaking at 4.480m viewers.

The audience in metro areas averaged 2.717m viewers, and peaked at 3.289m, while the Free-To-Air share for the match was a huge 80.1 per cent.

In individual markets, the audiences were also impressive. On the Dockers' home turf in Perth the match averaged 503,000, peaked at 559,000 and the FTA share was a whopping 91.5 per cent. And in Melbourne, an average of 1.279m fans tuned in, peaking at 1.492m, with a share of 89.8 per cent.

COMBINED (METRO + REGIONAL)	COMBINED	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: HAWTHORN V FREMANTLE	3,631,000	4,480,000

METRO	METRO	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: GAME DAY	313,000	503,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	699,000	1,181,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	1,447,000	1,785,000
SEVEN'S AFL: GRAND FINAL: ON THE GROUND	1,967,000	2,183,000
SEVEN'S AFL: GRAND FINAL: HAWTHORN V FREMANTLE	2,717,000	3,289,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	2,467,000	2,742,000
SEVEN'S AFL: GRAND FINAL: POST MATCH	1,726,000	2,340,000

For more information

Seven Publicity 03 9697 7760