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## **SAS Australia scores big for 7 and 7plus Biggest new TV show of 2020**

After six weeks of punishing conditions, extreme physical tests, sleep deprivation and intense interrogations, the Seven Network's latest hit show, **SAS Australia**, reached its dramatic conclusion last night.

The final episode – which saw comedian Merrick Watts, rugby union player Nick Cummins and AFLW star Sabrina Frederick pass SAS selection – drew a national audience of 1.04 million.

In the capital cities, it captured 767,000 viewers and dominated its timeslot with a commercial share of 42.0% in 25 to 54s, 47.5% in 16 to 39s and 35.4% in total people.

Across its debut season, **SAS Australia** achieved a total video audience of 1.35 million, making it the biggest new show of 2020.

**SAS Australia**'s total video audience included a broadcast audience of 1.13 million on Channel 7 and a record-breaking catch-up audience of 228,000 on 7plus.

**SAS Australia** shattered 7plus records, becoming the biggest show in the history of Australia's #1 commercial free-to-air BVOD service in record time. The premiere episode now has a BVOD audience of 414,000, with subsequent episodes seeing similar BVOD audiences.

Seven's Network Director of Programming, Angus Ross, said: "**SAS Australia** has broken records all over the place. It's the biggest show ever on 7plus and the biggest new TV show of the year.

"It also joins **Big Brother** and **Farmer Wants A Wife** as our third successful launch of a tentpole program this year. All three shows have performed very strongly on broadcast –delivering significant growth in 25 to 54s and 16 to 39s – and on 7plus and social media.

"The success of **SAS Australia** is another demonstration of our commitment to cross-screen programming, which has once again shown its power with the record-setting audiences **SAS Australia** secured on 7plus."

Seven's Network Sales Director, Natalie Harvey, said the multi-screen success of **SAS Australia** led to exceptional results for the show's commercial partners.

"Since June, we have launched three new prime time hits, all of which will return in 2021," she said.

“All three produced great results for our partners across all screens and we want to thank them for their support and commitment. Already we’re seeing our partners commit to these hits for 2021, and interest from new brands looking to join them is off the charts.”

**SAS Australia** is produced by Screentime, a Banijay Group company, based on a Minnow Films format, for the Seven Network.

## **SAS Australia results:**

- Average total video audience: 1,354,000
- Average broadcast audience: 1,126,000 nationally and 791,000 in the capital cities for each episode
- Average timeslot 25 to 54s timeslot audience growth: 85%
- Average timeslot 16 to 39s timeslot audience growth: 91%
- Average VOD audience on 7plus: 228,000
- Minutes streamed on 7plus to date: 143,000,000
- 92 million social impressions, including 34 million social video views

*Source: OzTAM (Metro Broadcast, National BVOD), RegionalTAM (Comb. Agg Markets). National: Metro + Regional. Seven Network. SAS Australia: 18/10-24/11/2020. Total Video Audience: Broadcast + BVOD (Live + VOD, Censored + Uncensored). Broadcast: Cons7 eps 1-10 and Overnight eps 11-12. BVOD Audience: eps 1-10 Live + VOD 7Days. Debut/Ep 1 BVOD Audience: Live + VOD 28 Days. Streaming minutes eps 1-12 for all minutes to 28 days available at time of analysis. Dominated timeslot, timeslot growth (compares same days/timeslot 2019) and Commercial Shares based on Metro.*

### **For more information, please contact:**

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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, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, 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.