



Media Release

Wednesday, 29 July 2020

Farmer Wants A Wife rounds up a massive audience

Seven today detailed the successful launch of *Farmer Wants A Wife* this past Sunday, 26 July on Channel 7 and 7plus.

The launch of *Farmer Wants A Wife* marked a continuation of Seven's prime time strength, launching to a timeslot-winning 1.40 million viewers nationally and 908k viewers in metro markets, topping its timeslot for 16-39s and Total People nationally.

Angus Ross, Seven's Network Programming Director, said: "*It's clear that Australians have fallen in love with Farmer Wants A Wife, with a great launch and strong audiences, particularly in the key demographics and in regional Australia. Farmer has also continued our strength in BVOD, with solid numbers for its first two episodes. We're excited about continuing to share this much-loved show with our audiences over the next few weeks.*"

Broadcast

- Topped its timeslot for 16-39s and Total People nationally:
 - 253k 16-39s watched *Farmer Wants A Wife* nationally.
 - 532k 25-54s watched *Farmer Wants A Wife* nationally.
 - 38% year on year timeslot growth for 25-54s and 35% growth for 16-39s.
- *Farmer Wants A Wife* was Seven's biggest reality launch in over two years.
- 22% audience growth compared to the last season of *Farmer Wants A Wife* in 2016.

7plus

- Strong performance on 7plus, with the first episode of *Farmer Wants A Wife* currently at a VOD VPM of 83k, one of Seven's top BVOD shows of the year.
- Key to 7plus' continuing leadership of the Commercial FTA BVOD market, with 7plus leading with a 44% of the CFTA BVOD market since Sunday, 26 July and a 45% share of VOD minutes.

Ends.

Source: OzTAM, Metro, RegionalTAM (Comb. Agg Markets). Farmer Wants A Wife Ep. 1 (26/7/2020). Timeslot growth: average metro audience Farmer Wants A Wife timeslot vs same time last year on 7primary. OzTAM VPM, Total Streaming Minutes 26th-28th July, Live + VOD Farmer Wants A Wife.

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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 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 and Seven Studios. Home to iconic brands such as Big Brother, House Rules, 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.