



Monday, 25 September 2023

7NEWS wins 2023

#1 every single week this year, biggest lead since 2019

The Seven Network's **7NEWS** has cemented its position as the most-watched news program in Australia, claiming the #1 spot every week so far in 2023 and establishing its biggest lead since 2019.

With 162 bulletins a week nationally, **7NEWS** is #1 this year in Melbourne and Victoria, #1 in NSW, #1 in Queensland, #1 in Adelaide and South Australia, #1 in Perth and Western Australia, and #1 in Tasmania. It has closed the gap in Sydney to an average of just 5,000 viewers or 2%, and in Brisbane it is a photo finish of just 1,000 viewers a night.

7NEWS Monday to Friday reaches 2.1 million people every day and has an average national weekday audience of 1.36 million viewers, 37% bigger than its nearest competitor.

Across the capital cities, **7NEWS Monday to Friday** reaches an average of 1.32 million people every evening and leads its closest rival by 15%.

In Sydney, **7NEWS Monday to Friday** has increased its audience by 3.1 commercial share points year-on-year. It is up by 2.5 share points in Melbourne, 2.0 share points in Brisbane, and 5.6 share points in Adelaide.

In the capital cities, **7NEWS Monday to Friday**'s commercial share so far this year is 41.9%, or 6.3 share points ahead of its nearest rival. In regional markets, its commercial share is 47.3%, or 22.4 share points in front.

7NEWS is also Australia's #1 choice on the weekends. **7NEWS Sunday** has an average national audience of 1.33 million viewers, 22% bigger than its nearest competitor, while **7NEWS Saturday** has a national average audience of 1.05 million viewers, 31% bigger than its nearest competitor.

Seven's Network Director of News and Public Affairs, Craig McPherson, said: "It's extremely satisfying that **7NEWS** has grown its dominance in 2023 throughout all of Australia and in key markets.

"To be Australia's #1 news source gives all our teams great pride and with it, responsibility to keep delivering accurate and high-quality content for all our markets as we herald over 6,000 hours of broadcast news this year."

The success of **7NEWS** on TV is matched on social media. **7NEWS** has 12.3 million followers on Facebook alone, plus 1.3 million on Instagram and 1.44 million on YouTube.

7NEWS vertical video is now viewed more than 200 million times a month across TikTok, Instagram, Facebook and YouTube. The number of **7NEWS** YouTube subscribers has



increased about 50% so far this year and the number of TikTok followers has soared more than 150%.

[7NEWS.com.au](https://www.7news.com.au) has had a record year and is now entrenched among the most-read news sites in the country, with its audience growing in every state in combined page views – eclipsing the one billion mark over the past 12 months for the first time in the site's history, a 20% increase year-on-year. Its lifestyle vertical, [7Life](#), was the leading lifestyle news brand in Australia during the first half of 2023, according to Ipsos iris.

Leaning into the broadcast might of **7NEWS**, 2023 also represents the best ever year for video plays on [7NEWS.com.au](https://www.7news.com.au), up 31% over the same period last year.

7NEWS Monday to Friday

- Reaches 2.1 million people nationally
- Average audience of 1.36 million
- #1 weeknight news program
- #1 every week in 2023
- 37% more viewers than closest competitor

7NEWS Monday to Friday, average audience

Market	Period year-to-date	7NEWS	Nine News
National	Survey year	1,367,000	1,010,000
	Calendar year	1,356,000	993,000
Capital cities	Survey year	873,000	750,000
	Calendar year	868,000	737,000

7NEWS Sunday

- Reaches 2.15 million people nationally
- Average audience of 1.33 million
- #1 Sunday news program
- 22% more viewers than closest competitor

7NEWS Saturday

- Reaches 1.74 million people nationally
- Average audience of 1.05 million
- #1 Saturday news program
- 31% more viewers than closest competitor



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About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital. The Seven Network alone reaches more than 17 million people a month.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; broadcast video on demand platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; and *The Sunday Times*. The Seven Network is home of Australia's most loved news, sport and entertainment programming. Its iconic brands include Australia's leading news and public affairs programs **7NEWS**, **7NEWS Spotlight**, **Sunrise** and **The Morning Show**, **The Voice**, **Home and Away**, **Dancing With The Stars**, **Australian Idol**, **My Kitchen Rules**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.

Source: OzTAM Metro, Regional, Seven News Hour, Nine News Hour, M-F, Sat, Sun, CYTD 2023, SYTD 2023, Average Audience, Commercial Share %, Reach, Consolidated 7.