



Tuesday, 9 November 2021

## **7plus unveils sizzling summer line-up**

### **#1 BVOD service in 2021**

### **Big Brother VIP soars on 7plus: Up 59% in 25 to 54s**

The Seven Network has unveiled a bumper line-up of exclusive, hit content coming to [7plus](#) this summer.

7plus' sizzling summer schedule includes gripping drama series, exciting entertainment shows and must-watch reality programs, including **Big Brother Canada, Party of Five, Damages, Hawthorne, Bad Teacher, Timeless, Battle Creek, Rescue Me, Hell on Wheels** and **Human Target**.

7plus will also present a series of "Collections" to reach different audiences, including Christmas Movies, Red Hot Reality, Family Favourites, Aussie Classics, Bingeworthy Boxsets, Summer Moves and Premium Dramas.

So far this year, 7plus leads with a 46% commercial free-to-air BVOD share (up 6 points year-on-year), ahead of 9Now on 40% and 10play on 14%.

In 2021, 7plus has streamed more than 14.1 billion minutes of content, 15% more than its nearest commercial television competitor and 237% more than the third-placed commercial network.

Over the past week, 7plus delivered huge live and on-demand audiences for **Big Brother VIP**, with the series' launch episode up 59% in 25 to 54s and 45% in total people, to deliver a total national audience of 815,000.

Seven West Media Chief Digital Officer, Gereurd Roberts, said: "7plus has had a remarkable year after delivering the best content and biggest audiences in 2021. Our compelling summer line-up has something for everyone and promises to further cement 7plus as Australia's #1 commercial free-to-air broadcast streaming service.

"7plus is primed to dominate in 2022 with a powerful content line-up that includes the biggest entertainment brands on TV and two of the biggest sporting events in the world – the Olympic Winter Games Beijing and the XXII Commonwealth Games.

"Along with our incredible new programming, 7plus boasts an extensive library of exclusive and classic content that connects with younger audiences. 7plus also leads the BVOD market in user experience with our market-leading innovations producing an unbeatable viewing environment," he said.

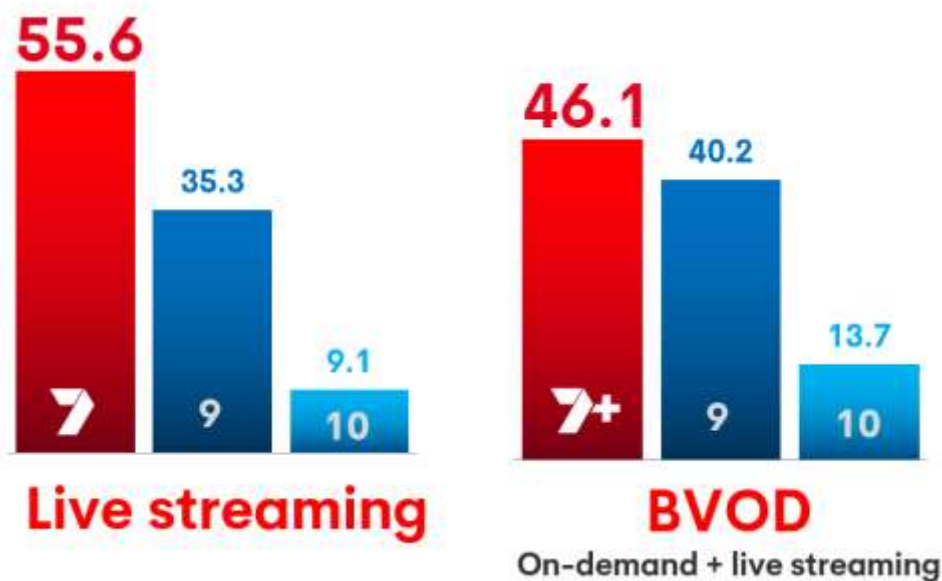
So far in 2021, 7plus has increased its live streaming viewership year-on-year by a massive 166% and its total viewership by 54%.

The success of the Olympic Games Tokyo 2020, **The Voice**, **Big Brother**, **Farmer Wants A Wife**, **Home and Away** and other key content has also helped 7plus dominate the key advertiser demographics so far this year to command a 46% share in people 25 to 54. 7plus has an even stronger lead in live streaming, with a 55.6% commercial share in total people and 55% in 25 to 54s.

## 7plus in 2021:

- #1 commercial free-to-air BVOD platform, with a 46.1% share of total commercial free-to-air BVOD viewership
- #1 in live streaming viewership, with a 55.6% share
- 54% growth in total viewership year-on-year
- 166% growth in live viewership year-on-year

## 2021 Free-to-air commercial broadcast streaming shares (%):



Source: OzTAM VPM 3.1, 2021 calendar year (Jan 3 – Nov 6)

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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**, **Dancing With The Stars: All Stars**, **Home and Away**, **The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.