

SEVEN SPORT MEDIA RELEASE



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A roaring Grand Final result for Seven

Seven's coverage of the 2017 AFL Grand Final Adelaide v Richmond has amassed a combined metro and regional peak audience of 4.173 million in-home viewers, averaging 3.524 million viewers.

Seven's Grand Final: Presentations averaged 3.694 million viewers and a peak of 4.134 million viewers as the Tigers collected their first premiership cup in 37 years.

The audience in metro areas for the match averaged 2.68 million in-home viewers and peaked at 3.114 million, with a dominant share of 89.3 per cent.

Across Grand Final day, Seven's coverage reached over 6 million combined in-home viewers, and 4.7 million in metro areas.

In Melbourne, an average audience of 1.277 million in-home viewers watched the Tigers fairy tale unfold, including a peak of 1,468 million. In Adelaide, the average audience was 372,000 in-home viewers and a peak of 403,000 as the Crows fought on.

The 2017 AFL Grand Final will be replayed today in Melbourne on Channel 7 from 2.30pm, while the Richmond v GWS Preliminary Final will be shown from 12pm.

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2017 AFL Grand Final ratings

COMBINED (METRO + REGIONAL)	COMBINED	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: ADELAIDE V RICHMOND	3,524,000	4,173,000

METRO	METRO	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: ADELAIDE V RICHMOND	2,680,000	3,114,000

Average AFL audience for each city

GAME	SYD	MELB	BRIS	ADEL	PERTH
SEVEN'S AFL: GRAND FINAL: ADELAIDE V RICHMOND	376,000	1,277,000	349,000	372,000	307,000

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Peak AFL audiences for each city

GAME	SYD	MELB	BRIS	ADEL	PERTH
SEVEN'S AFL: GRAND FINAL: ADELAIDE V RICHMOND	484,000	1,468,000	416,000	403,000	342,000

Other 2017 AFL Grand Final program ratings

COMBINED (METRO + REGIONAL)	COMBINED	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: GAME DAY	462,000	661,000
SEVEN'S AFL: GRAND FINAL: THE KICK	684,000	917,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	1,390,000	2,414,000
SEVEN'S AFL: GRAND FINAL: ON THE GROUND	2,631,000	2,961,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	3,694,000	4,134,000
SEVEN'S AFL: GRAND FINAL: POST MATCH	2,953,000	3,530,000

METRO	METRO	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: GAME DAY	339,000	451,000
SEVEN'S AFL: GRAND FINAL: THE KICK	524,000	669,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	1,049,000	1,796,000
SEVEN'S AFL: GRAND FINAL: ON THE GROUND	2,002,000	2,249,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	2,801,000	3,101,000
SEVEN'S AFL: GRAND FINAL: POST MATCH	2,227,000	2,670,000

Source: OzTAM (Metro) and RegTAM (Regional). Seven/7mate. Combined (Metro + Regional). Reach: Network National Estimated for Metro and Regional with minimum 5 consecutive minutes viewed. Program performance and ranking information is subject to change as this report is produced on unconfirmed program logs. Metropolitan market Data is copyright OzTAM. Regional market Data is copyright RegTAM.