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## **AFL 2024 season opener reaches 2.3 million #1 in all age groups, audience up 10% on 2023 season average**

The Seven Network's live and free coverage of the 2024 AFL Premiership Season got off to a powerful start last night, with the historic clash between Sydney Swans and Melbourne at the SCG reaching 2.3 million people nationally on Channel 7 and 7mate.

The first season opener ever played in Sydney peaked at 977,000 viewers nationally, with the match averaging 702,000 viewers, up 10% compared to the 2023 AFL season average.

Played in front of a 40,000-strong crowd at the SCG, the Sydney-Melbourne clash was the #1 program last night in all people, 25 to 54s and 16 to 39s, and #2 among grocery shoppers behind **7NEWS**. It was the #1 sport program yesterday, beating its closest rival by 61% in terms of reach and 39% in total TV audience.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "Last night was a fantastic start to what promises to be a great AFL season: a huge crowd at the SCG, a big TV audience and a gripping game.

"Following one of the greatest Finals Series ever seen in modern day football, we cannot wait to see what 2024 has in store. From all the nail-biting finishes to the biggest day in September, Seven will be there to deliver every moment to all Australians, live and free."

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

Neil Shoebridge  
M: 0417 511 012  
E: [neil@skmediagroup.com.au](mailto:neil@skmediagroup.com.au)

Andrew Knowles  
M: 0449 510 357  
E: [andrew@skmediagroup.com.au](mailto:andrew@skmediagroup.com.au)

### **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 about 17 million people a month.

# Media Release

That's massive.



The company owns some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; and [The Nightly](#). The Seven Network is home to Australia's most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **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: please contact Seven Network for source information.