



Sunday, 22 September 2024

AFL Finals score for Seven Most exciting series in years reaches 8.5 million

The AFL's standing as the most-watched winter sport in Australia has been confirmed by this year's AFL Finals, with one of the most exciting series in recent years reaching 8.5 million people nationally on the Seven Network.

All eight Finals on Seven were #1 in their timeslots in all people, 25 to 54s and 16 to 39s. Seven of the eight games were the #1 program of the day across all age groups. The exception was the 7 September Saturday afternoon showdown between the Sydney Swans and GWS Giants, which was pipped by the Saturday night game between the Brisbane Lions and Carlton.

Seven was the #1 network nationally every single day of the AFL Finals this year, capturing more viewers than any other network.

Yesterday's preliminary final between the Brisbane Lions and Geelong reached 3.22 million people nationally, with a national TV audience of 1.32 million.

The Friday night showdown between the Sydney Swans and Port Adelaide reached 3.02 million and had a national audience 1.18 million.

As the nation prepares for the **2024 Charles Brownlow Medal** tomorrow night and the highly anticipated **AFL Grand Final** between the Sydney Swans and the Brisbane Lions next Saturday – both live, free and only available on Channel 7 and [7plus](#) Sport – the AFL has proven why it is the most popular sport on Australian TV.

Seven Network Head of AFL and Sport Innovation, Gary O'Keeffe, said: "The 2024 AFL Premiership Season and Finals Series has delivered one of the greatest spectacles we have seen in recent times, and next Saturday's 2024 **AFL Grand Final** will be no different.

"For the first time since South Melbourne and Fitzroy met in the 1899 VFL Grand Final, the Sydney Swans and Brisbane Lions will face off in the AFL **Grand Final** and it's set to be one for the ages. The Swans and the Lions are impossible to split, but one thing is certain, Australians in every corner of the nation will be treated to the greatest match of the year on Saturday afternoon and Seven has viewers covered for every moment from beginning to end.



“As we embark on a new era of sport in Australia, whereby all Australians can stream the footy for free, Seven will deliver the biggest and best Grand Final Day moments from early morning with **Weekend Sunrise** until the final celebrations in the evening,” he said.

“With more than 12 hours of coverage across the day, footy’s best team led by the incomparable Bruce McAvaney as host and match callers Brian Taylor and James Brayshaw, will bring fans all the action, colour and excitement of Australian sport’s biggest day, live, free and exclusively on Seven and 7plus Sport.”

Seven’s team for the **AFL Grand Final** will include legendary sports broadcaster Bruce McAvaney, who returned in a key hosting role for this weekend’s two preliminary finals and will be back next Saturday. He will be joined by football’s #1 commentary team which includes Brian Taylor, James Brayshaw, Abbey Holmes, Matthew Richardson, Luke Hodge, Dale Thomas, Joel Selwood and Hamish McLachlan.

The 2024 AFL Finals series on Seven:

Thursday, 5 September – Geelong vs Port Adelaide: #1 program in all people, 25 to 54s and 16 to 39s. National reach 2.6 million, national audience 773,000.

Friday, 6 September – Hawthorn vs Western Bulldogs: #1 program in all people, 25 to 54s and 16 to 39s. National reach 2.43 million, national audience 954,000.

Saturday, 7 September – Brisbane Lions vs Carlton: #1 program in all people, 25 to 54s and 16 to 39s. National reach 2.38 million, national audience 855,000.

Saturday, 7 September – Sydney Swans vs GWS GIANTS: National reach 1.85 million, national audience 683,000.

Friday, 13 September – Port Adelaide vs Hawthorn: #1 program in all people, 25 to 54s and 16 to 39s. National reach 2.62 million, national audience 1.07 million.

Saturday, 14 September – Brisbane Lions vs GWS GIANTS: #1 program in all people, 25 to 54s and 16 to 39s. National reach 2.6 million, national audience 912,000.

Friday, 20 September – Sydney Swans vs Port Adelaide: #1 program in all people, 25 to 54s and 16 to 39s. National reach 3.02 million, national audience 1.18 million.

Saturday, 21 September – Brisbane Lions vs Geelong: #1 program in all people, 25 to 54s and 16 to 39s. National reach 3.22 million, national audience 1.32 million.



For further information, please contact:

Neil Shoebridge
M: 0417 511 012
E: neil@skmediagroup.com.au

Emma Francis
Senior Publicist, Sport
M: 0415 721 413 P: 03 9697 7763
E: efrancis@seven.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.

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*; [PerthNow](#); [The Nightly](#); and [Streamer](#). 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: OzTAM VOZ national total TV, overnight program reach (broadcast TV 1 min/BVOD 15 sec), national average audience. #1 program statements based on reach on day of broadcast.