

Friday, 30 June 2023

AFL Grand Final to live stream free on 7plus Australia's biggest viewing event gets bigger

The Seven Network is making the AFL Grand Final and the Brownlow Medal more accessible than ever before for fans, with both major events available live, free and exclusive across the screens of Seven in 2023.

For the first time, the AFL Grand Final will be available to watch for free on Seven and 7plus across all devices, underscoring Seven's commitment to connect viewers with the nation's biggest and best mass cultural moments.

The 2022 Grand Final was the most-watched piece of content across Australia in the 2022 ratings survey year, with over 5.76 million Australians tuning into the action on Seven.

For Seven's dedicated AFL fans and advertisers, the latest news cements Seven as the home of sport in Australia with the new AFL Grand Final and Brownlow Medal rights continuing into 2024, and all Seven matches available to watch on Seven and 7plus for the first time live, free and on any device from 2025.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "We're delighted that for the first time, Australia's most-watched annual sporting match will be available to the widest possible audience live and free, in a way that suits them.

"Through our team of passionate, expert commentators, our comprehensive coverage of the AFL attracts extraordinary audiences on Seven in an unparalleled way."

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "Our new streaming rights unlock the full audience potential and incremental reach opportunity for advertisers on two of the biggest viewing days on of the year on all screens.

"Seven is the only destination that can place premium brand messages in play within live AFL matches during eight blockbuster final matches and Seven's coverage of the Grand Final and Brownlow medal. Our coverage is guaranteed to deliver reach, engagement and addressability on a massive scale, across every demographic, every major buying segment and on every screen.

"Sport on Seven is a hugely positive space for game-changing brands and our unrivalled reach extends beyond the boundaries of the AFL," he said.

"Each month we connect brands with 17 million Australians through the biggest cultural moments, and still to come in 2023 is an exciting line-up of huge moments that brands can be a part of, including the **FIFA Women's World Cup 2023™**, the **TV Week Logie Awards**, **The Voice**, **SAS Australia**, **My Kitchen Rules**, **Big Brother** and much more."

The 2023 Toyota AFL Grand Final and Brownlow Medal will also be streamed live on the AFL Live Official App on mobile and tablet devices.

For more information, please contact:

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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 about 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**, **Australian Idol**, **My Kitchen Rules**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **Million Dollar Island**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia, Supercars and the FIFA Women's World Cup 2023™.