



Monday, 11 March 2024

## **AFL opening round flies high for Seven Reaches 4.2 million, #1 program three nights in a row**

The 2024 AFL Premiership Season opening round on the Seven Network was a hit with footy fans, reaching 4.2 million people across Channel 7 and 7mate.

Seven's live and free AFL season opener between Sydney Swans and Melbourne on Thursday night reached 2.3 million viewers nationally.

The gripping game peaked at 977,000 viewers nationally, with an average national audience of 702,000, up 10% compared to the 2023 AFL season average. It was the #1 program of the night in all people, 25 to 54s and 16 to 39s.

The Friday night match between Brisbane and Carlton reached 1.99 million. It peaked at 997,000 viewers, drew an average national audience of 638,000, and was the #1 program on Friday in all people, 25 to 54s, 16 to 39s and grocery shoppers.

Seven's coverage of the GWS Giants and Collingwood clash on Saturday night reached 1.71 million people, peaked at 671,000 viewers and had an average national audience of 509,000. It was the #1 program in all people, 25 to 54s and 16 to 39s.

The big audiences helped Seven rank #1 in all people across the back half of the week, with a national total TV share of 43.3% on Thursday night, 46.2% on Friday night and 44.5% on Saturday night.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "The 2024 season has gotten off to an exceptional start, with excellent TV ratings, packed out stadia and unforgettable moments and stories – and we haven't even made it to round one yet! Australians love their footy and we love bringing it to them. It's going to a great year for AFL, the fans and Seven."

**For further information, please contact:**

Neil Shoebridge

M: 0417 511 012

E: [neil@skmediagroup.com.au](mailto:neil@skmediagroup.com.au)

# Media Release

That's massive.



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.

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.