

Friday, 17 March 2023

AFL season opener reaches 2.14 million Audience up 19% on 2022 season average

The 2023 AFL Premiership Season scored high on the Seven Network last night, with the live and free season opener between Richmond and Carlton reaching 2.14 million viewers on Channel 7 and 7mate.

The showdown peaked at 1.07 million viewers nationally, with the match averaging 699,000 viewers, up 19% compared to the 2022 AFL series average and up 5% on the 2022 season opening Thursday night.

Richmond and Carlton's thrilling draw dominated TV viewing in their home town last night – ranking as the #1 program in Melbourne in total people, 25 to 54s and 16 to 39s – and was up 7% in Sydney on the 2022 season opening Thursday night.

Seven's coverage captured 69.4% of the overall AFL TV audience for last night's game, including 75% of all viewers in regional Australia.

Played in front of a sold-out crowd at the MCG, the blockbuster clash helped the Seven Network grow its overnight prime time audience in total people by 50% week-on-week, 81% in 25 to 54s and 132% in 16 to 39s.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "After a huge 2022 AFL season on Seven and the AFL Grand Final ranking as the #1 program in the 2022 ratings survey year, we're thrilled to once again bring Australians the country's number one sport, live and free.

"Seven's unparalleled coverage, with an exceptional team of expert commentators, delivers the energy and passion of the new season to fans across Australia, and we can't wait to see what new heart-stopping stories and unforgettable matches will unfold in 2023."

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 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**, **Blow Up** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.