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Australia v India Test Series: summer's #1 sport Series reaches 13.4 million, smashes records on Seven and 7plus Big Bash League up 15% so far this season

Australia's victory over India in the Border-Gavaskar Trophy Test Series delivered a massive result for the Seven Network, reaching 13.4 million people across Seven and 7plus Sport and easily taking the crown as Australia's favourite sport this summer.

The five Test series between the two greatest teams in world cricket attracted an average total TV audience of just over 1 million, up 39% on the 2023-24 summer.

The first men's international series available to stream for free in Australia, the series reached 1.29 million people exclusively on 7plus Sport and delivered 120,000 new registered users for 7plus.

The Fifth Test, which concluded in a dramatic run chase yesterday with Australia clinching the six-wicket win to secure the Border-Gavaskar Trophy for the first time in a decade, alone reached 6.6 million people, including 1 million on 7plus Sport.

The final showdown between Australia and India scored an average total TV audience of 1.4 million across all sessions and was the most-watched program in all people, 25 to 54s, 16 to 39s and grocery shoppers on Friday, Saturday and Sunday.

The Fifth Test broke records, with the second session on day three drawing 1.76 million total TV viewers, the biggest ever number for a Test match session on Seven. It included a record-breaking 176,000 viewers on 7plus Sport.

Other big rating sessions included the third session on day two (1.66 million), the third session on day one (1.47 million viewers), the second session on day two (1.43 million) and the first session on day three (also 1.43 million).

Across the Fifth Test, 7plus saw a 230% jump in audience compared to the same days last year. The Fifth Test reached 757,000 people exclusively on 7plus Sport.

Cricket's #1 commentary team presented the Border-Gavaskar Trophy Test Series, including the most famous name in Indian cricket – Sunil Gavaskar – cricket's most astute caller Ricky Ponting, former Australian coach Justin Langer, Australian champion batsman Matthew Hayden, and former Australian ODI and T20I captain Aaron Finch.



They were joined by former on-field stars Simon Katich, Greg Blewett, Trent Copeland and Damien Fleming, hosts James Brayshaw and Mel McLaughlin, and callers Tim Lane and Alison Mitchell. For the first time, Seven's coverage on 7plus Sport also included a secondary Hindi commentary feed.

Seven's summer of cricket continues with the rest of the Big Bash League season, which is up 15% so far compared to last summer.

Seven Network Director of Sport, Chris Jones, said: "This was quite simply the most compelling Test series since Seven took the rights.

"Congratulations to both teams for captivating the country and setting new records both on TV and at venue. A huge congratulations also to Seven's on and off-air team. The Test coverage lead by Joel Starcevic has matched the incredible on field action.

"But there's no rest. Now more than ever our focus is on the Big Bash League and we look forward to our Test stars returning. And we can't wait for the Women's Ashes, which will provide the perfect end to an incredible season."

Seven Network Head of Cricket, Joel Starcevic, said: "Australians witnessed a Test series for the ages; so many moments and storylines that kept the whole country on the edge of their seat and glued to Seven and 7plus Sport in record numbers. From Virat Kohli's century in Perth, through to Scott Boland's SCG heroics, and everything in between, it was a series to savour.

"Fans were captivated across three enthralling days of the final instalment of the Border-Gavaskar Trophy Test Series from the SCG, which once again broke records for Seven," he said.

"The people have spoken. There's no doubt that cricket is Australia's number one summer sport. And it's far from over. The BBL is well and truly flying and the Women's Ashes is just days away, with world-class quality cricket, analysis and commentary for the next four weeks on Seven and 7plus Sport."

The Australia v England Women's Ashes Series begins with the ODI leg at North Sydney Oval on Sunday, 12 January, followed by games at CitiPower Centre and Blundstone Arena on 14 and 17 January.

Then, the action will head to stadia for the first of three T20Is, to be played at the SCG on Monday, 20 January, followed by matches at Manuka Oval and Adelaide Oval on 23 and 25 January respectively.



The series will culminate with a four-day pink-ball Test at the MCG from 30 January to 2 February, which will mark the 90th anniversary of the first women's Test.

The Border-Gavaskar Trophy Test Series, by the numbers

National audience reach: 13.4 million

National total TV audience: 1.003 million

7plus Sport audience reach: 2.45 million

The Fifth Test, by the numbers

Day 3, Session 2: #1 program in all people, 25 to 54s, 16 to 39s, grocery shoppers.
National reach 3.1 million, national audience 1.76 million.

Day 2, Session 3: #1 program in all people, 25 to 54s, 16 to 39s, grocery shoppers.
National reach 3.05 million, national audience 1.66 million.

Day 1, Session 3: #1 program in all people, 25 to 54s, 16 to 39s, grocery shoppers.
National reach 2.76 million, national audience 1.47 million.

Day 2, Session 2: National reach 2.58 million, national audience 1.43 million.

Day 3, Session 1: National reach 2.52 million, national audience 1.43 million.

Day 2, Session 1: National reach 2.29 million, national audience 1.27 million.

Day 3, Lunch: National reach 2.13 million, national audience 1.33 million.

Day 1, Session 2: National reach 2.11 million, national audience 1.17 million.

Day 2, Lunch: National reach 1.78 million, national audience 1.11 million.

Day 1, Session 1: National reach 1.78 million, national audience 980,000.

Day 2, Tea: National reach 1.71 million, national audience 1.4 million.

Day 1, Tea: National reach 1.51 million, national audience 1.13 million.



Day 1, Lunch: National reach 1.46 million, national audience 953,000.

Day 3, Pre Game: National reach 1.18 million, national audience 512,000.

Day 2, Pre Game: National reach 1.12 million, national audience 488,000.

Day 1, Pre Game: National reach 987,000, national audience 457,000.

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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 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: VOZ, Test series complete YOY overnights and BBL Men's YOY overnights. Reach: all Test cricket content Seven and 7plus Sport. Audiences' are main session only, main channel and multi-channel.