



## **Australia v India reaches 5.24 million, BBL up 17%, 7plus soars 222%**

- Most-watched programs in all people, 25 to 54s, 16 to 39s, grocery shoppers
- National total TV audience share: 51.9%
- 7plus: #1 in BVOD, 66.1% share. Up 222% year-on-year
- Australia v India Fourth Test, Day 1, Session 3: #1 program all demos, reaches 2.84 million
- 7NEWS: #1 news program, reaches 2.44 million
- Big Bash League: Up 17% year-on-year
- Sunrise: #1 at breakfast

### **26 December 2024:**

Seven Network reaches 6.7 million Australians nationally. [7plus](#) up 222% year-on-year.

Seven Network: #1 nationally in total TV in all people with a 51.9% share.

Seven Network: #1 nationally in total TV in 25 to 54s with a 56.8% share.

Seven Network: #1 nationally in total TV in 16 to 39s with a 66.8% share.

Seven Network: #1 nationally in total TV in grocery shoppers with a 50.6% share.

Biggest day one of a cricket Test ever on Seven.

**Seven's Cricket: Australia v India Fourth Test, Day 1:** National reach 5.24 million.

**Seven's Cricket: Big Bash League** up 17% year-on-year.

7plus: Biggest day since AFL Grand Final in September, with 127 million minutes.

7plus: #1 in BVOD with a 66.1% commercial share. #1 in live streaming with 71.9%. #1 in BVOD with 48.2%.

### **PROGRAMS**

**Seven's Cricket: Australia v India Fourth Test, Day 1, Session 3: #1 program in all people, 25 to 54s, 16 to 39s, grocery shoppers.** National reach 2.84 million, national audience 1.55 million.



**Seven's Cricket: Australia v India Fourth Test, Day 1, Session 2:** National reach 2.57 million, national audience 1.45 million.

**7NEWS Thursday: #1 news program.** National reach 2.44 million, national audience 1.44 million.

**Seven's Cricket: Australia v India Fourth Test, Day 1, Session 1:** National reach 2.44 million, national audience 1.39 million.

**Seven's Cricket: Big Bash League – Sydney Sixers v Melbourne Stars:** National reach 2.17 million, national audience 888,000.

**Seven's Cricket: Australia v India Fourth Test, Day 1, Lunch:** National reach 1.94 million, national audience 1.14 million.

**Seven's Cricket: Australia v India Fourth Test, Day 1, Tea:** National reach 1.82 million, national audience 1.44 million.

**Seven's Cricket: Big Bash League – Perth Scorchers v Brisbane Heat:** National reach 1.71 million, national audience 559,000.

**Seven's Cricket: Australia v India Fourth Test, Day 1, Pre Game:** National reach 1.35 million, national audience 577,000.

**Sunrise Thursday: #1 breakfast program.** National reach 978,000, national audience 363,000. 39% more viewers than *Today*.

### **NATIONAL TOTAL TV COMMERCIAL SHARES (%):**

<b>Network</b>	<b>All people</b>	<b>25 to 54s</b>	<b>16 to 39s</b>	<b>Grocery shoppers</b>
<b>Seven Network</b>	<b>51.9</b>	<b>56.8</b>	<b>66.8</b>	<b>50.6</b>
Nine Network	33.0	27.1	22.0	34.0
Network Ten	15.1	16.1	11.2	15.4

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Source: OzTAM VOZ national total TV, overnight program reach (broadcast TV 1 min/BVOD 15 sec), national average audience. Share based on "when watched" 1800-2400. #1 programs based on reach on day of broadcast, unless otherwise noted.