



Tuesday, 26 November 2024

Australia v India scores big for Seven First Test reaches 6.7 million across Seven and 7plus Sport

The first showdown between Australia and India in the Border-Gavaskar Trophy Test Series captured the attention of the nation, reaching 6.7 million people across Seven and [7plus Sport](#) and dominating television and digital viewing.

The clash at Perth Stadium between the giants of world cricket in the first of five Tests delivered an average total TV audience of 663,000, including 1.01 million for the third session on day three and 997,000 for the third session on the first day.

The First Test, which saw India claim a 295-run victory over Australia, was the most-watched program in all people, 25 to 54s and 16 to 39s on Friday, Saturday and Sunday.

The Test marked the first time men's international cricket has been available to stream for free in Australia, ensuring everyone can be part of the Australia's #1 summer sport – live. Also for the first time, Seven's coverage on 7plus Sport included a secondary Hindi commentary feed.

Across the four days of the First Test, 7plus saw a 74% jump in audience compared to the same time last year. The cricket reached 520,000 people exclusively on 7plus and brought in 50,000 new registered users.

Cricket's #1 commentary team presented the West Test, 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.

Seven Network Director of Sport, Chris Jones, said: "Four epic days of a world-class performance from India has set us up for a thrilling Border-Gavaskar Trophy Series on Seven and 7plus Sport, and we're just getting started.

"The atmosphere at Perth Stadium was electric and the fans at the ground, combined with audiences tuning in from home, helped create a spectacle that showcased why cricket is Australia's number one summer sport.

"For the first time in history, Australians could stream the cricket in English or Hindi for free via 7plus Sport, and we are thrilled to have seen such impressive audience figures that complemented our linear broadcast," he said.



Seven Network Head of Cricket, Joel Starcevic, said: "A brilliant century from King Kohli, his first in over 18 months, combined with a bowling masterclass from Jasprit Bumrah delivered an electrifying start to the Test summer on Seven and 7plus Sport.

"After a dominant performance by the touring side, the Australians will be determined to even the score when the action resumes on Friday, 6 December, at Adelaide Oval, and you can catch every ball live and free on Seven and 7plus Sport.

"But first, we're excited to bring Australian viewers an epic week of WBBL Finals action, starting Wednesday night as the Sydney Thunder take on the Hobart Hurricanes. It all builds to the highly anticipated Final at the iconic MCG, hosted by the Melbourne Renegades, on Sunday, 1 December," he said.

The Border-Gavaskar Trophy series continues on 6 December, with the start of the Second Test at Adelaide Oval, live and free on Seven and 7plus Sport.

Seven's coverage of the WBBL is heating up, with The Knockout at 7.00pm AEDT on 27 November, The Challenger on 29 November and the zenith of the competition – The Final, hosted by the Melbourne Renegades – on 1 December. The Australia v India Women's One Day International Series kicks off on 5 December, with the new Big Bash League season roaring to life on 15 December and the Australia v England Women's Ashes Series launching on 12 January.

The First Test, by the numbers:

Day 3, Session 3: #1 program in all people, 25 to 54s, 16 to 39s. National reach 2.42 million, national audience 1.01 million.

Day 1, Session 3: #1 program in all people, 25 to 54s, 16 to 39s. National reach 2.34 million, national audience 997,000.

Day 2, Session 3: #1 program in all people, 25 to 54s, 16 to 39s. National reach 1.98 million, national audience 792,000.

Day 4, Session 3: #1 program in 25 to 54s. National reach 1.82 million, national audience 577,000.

Day 3, Session 2: #4 program in all people. National reach 1.81 million, national audience 778,000.

Day 2, Session 2: #3 program in all people. National reach 1.73 million, national audience 767,000.



Day 1, Session 2: #3 program in all people. National reach 1.64 million, national audience 742,000.

Day 2, Session 1: #4 program in all people. National reach 1.51 million, national audience 709,000.

Day 4, Session 2: National reach 1.45 million, national audience 589,000.

Day 3, Session 1: National reach 1.37 million, national audience 555,000.

Day 1, Session 1: National reach 1.17 million, national audience 541,000.

Day 2, Lunch: National reach 1.14 million, national audience 664,000.

Day 3, Lunch: National reach 1.01 million, national audience 564,000.

Day 4, Session 1: National reach 1.01 million, national audience 412,000.

Day 1, Lunch: National reach 940,000, national audience 558,000.

The Border-Gavaskar Trophy Australia v India Test Series

Second Test: Adelaide Oval, 6 – 10 December

Coverage starts at 2.00pm AEDT on Channel 7, 7mate and 7plus Sport on all five days

Third Test: The Gabba, 14 – 18 December

Coverage starts at 10.30am AEDT on Channel 7, 7mate and 7plus Sport on all five days

Fourth Test: MCG, 26 December – 30 December

Coverage starts at 9.30am AEDT on Channel 7, 7mate and 7plus Sport on all five days

Fifth Test: SCG, 3 January – 7 January

Coverage starts at 9.30am AEDT on Channel 7, 7mate and 7plus Sport on all five days

For further information, please contact:

Neil Shoebridge

M: 0417 511 012

E: neil@skmediagroup.com.au



Emma Francis
Senior Publicist, Sport
M: 0415 721 413
E: efrancis@seven.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*; [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, 22-25/11/24, Total TV Reach all Test Match Content, Audience excl Tea, Pre, Post Programming