

Saturday, 1 July 2023

Australia's biggest viewing audience is on Seven

#1 in 2023 year to-date

#1 in year-on-year growth

#1 in Q2 and up 15% on Q1

Most-watched news, sport and local drama

The Seven Network soared in the second quarter of 2023, with VOZ data showing Seven was the fastest growing network across all screens in Q2 and reaches 17 million viewers a month.

Since April, Seven has grown its audience by 16% compared with the previous three months, ending Q2 with a dominant 41% commercial share.

Seven has also grown in key demos more than any other competitor in Q2, up 16% in 25 to 54s and 20% in 18 to 39s.

In BVOD, [7plus](#) audience soared 38%, ahead of any other free streaming service.

Across the first half of 2023, Seven was #1 nationally, with a 40% commercial share of viewers across all screens, underpinned by the most-watched news, sport and local drama on Australian screens.

2023 Q2 v Q1 audience growth, VOZ:

	Total people			25 to 54s			18 to 39s		
	Seven	Nine	10	Seven	Nine	10	Seven	Nine	10
Broadcast TV	+14%	-1%	+13%	+13%	-2%	+13%	+16%	-4%	+11%
BVOD	+38%	-20%	+11%	+38%	-21%	+9%	+43%	-31%	+3%
All screens	+15%	-3%	+13%	+16%	-2%	+12%	+20%	-12%	+10%

Q2 2023 commercial share, VOZ:

Q2	Seven	Nine	10
Broadcast TV	41%	36%	23%
BVOD	36%	47%	17%
All screens	41%	37%	22%

2023 year-to-date commercial share, VOZ:

	Seven	Nine	10
Broadcast TV	40%	38%	22%
BVOD	31%	52%	17%
All screens	40%	39%	22%

Seven's strong Q2 has been underpinned by Australia's most-watched news program, **7NEWS**; the #1 winter sport, the **AFL**; the #1 entertainment show post-Easter, **Farmer Wants A Wife**; the #1 new entertainment show in 2023, **The 1% Club**; the #1 breakfast program, **Sunrise**; the #1 local drama series, **Home and Away**; the #1 game show, **The Chase Australia**; and the #1 lifestyle program, **Better Homes and Gardens**.

SEVEN'S PROGRAMS

Year to date 2023, VOZ:

Program	Broadcast TV	BVOD	All screens
7NEWS	1,386,000	34,000	1,420,000
Farmer Wants A Wife	1,056,000	183,000	1,239,000
Home and Away	992,000	147,000	1,139,000
Dancing With The Stars	1,042,000	77,000	1,119,000
7NEWS Spotlight: Coronation of King Charles	1,037,000	57,000	1,094,000
The 1% Club	899,000	75,000	974,000
The Chase Australia	794,000	20,000	813,000
Better Homes and Gardens	736,000	17,000	752,000
AFL	746,000	0	746,000
7NEWS Spotlight	505,000	27,000	532,000
Sunrise	382,000	17,000	399,000

Seven Chief Content Officer, Entertainment Programming, Angus Ross, said: "We're thrilled that Seven remains home to Australia's biggest viewing audience, with our hit news, sport and entertainment content uniting audiences on an unrivalled scale and providing exceptional year-on-year growth in our commercial share.

"New VOZ data confirms Seven is home to the most-viewed content across all screens and has been dominant in Q2, delivering the most-loved shows that connect with audiences right across Australia.

"The best is still to come this year on Seven, including the **FIFA Women's World Cup 2023™**, which is set to be the biggest women's sporting event in history, more **Dancing With The Stars**,

the **TV Week Logie Awards, The Voice, RFDS, SAS Australia, My Kitchen Rules, Big Brother, The 1% Club**, the rest of the **AFL** season, the **Brownlow Medal**, the **AFL Grand Final, Bathurst 1000**, cricket, horse racing and much more,” he said.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: “Our audience and growth in Q2 provides our partner brands with unrivalled reach through premium and brand-safe content that is proven to connect with consumers.

“From the heartland to the beating heart of cities across the country, our strategy is to continue to reach Australians across the screens of Seven, every day of the year. Our content is created to drive the national conversation, create emotional connections with audiences, to inspire, challenge and entertain. For brands looking to connect with 17 million engaged viewers a month across the biggest mass cultural moments, the screens of Seven is where the crowd is, and will be, with even more cultural moments to connect with to come in 2023.”

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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 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, The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia, Supercars and the FIFA Women’s World Cup 2023™.

Source: VOZ 5.0 CYTD 23 (01/01/23 to 27/06/23), 18-2400, consolidated 7 linear (21 - 27 overnight), BVOD av aud when watched 18-2400.