

Friday, 8 December 2023

## **BBL comes out swinging on Seven Season opener reaches 1.9 million**

The new season of the BBL got off to a cracking start last night, with the Seven Network's live and free coverage of the showdown between the Brisbane Heat and the Melbourne Stars at the Gabba reaching 1.9 million Australians.

The Heat's triumph over the Stars pulled an average of 504,000 viewers nationally and ranked #1 in its timeslot in all people, 25 to 54s and 16 to 39s. Seven was the most-watched network last night, with a commanding 41.1% national commercial audience share.

Seven's audience for the opening match of BBL|13 was up 4% on the 2022-23 opener.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin said: "The Big Bash started with a bang last night and we're rapt that almost two million Australians tuned into Seven's live and free coverage from the Gabba, led by cricket's #1 commentary team."

"Seven's unbeatable live and free coverage of the Heat v Stars match in front of a huge crowd at the Gabba reminds us of just how much we love cricket, and why it remains Australia's favourite summer sport.

"With five BBL 13 games over the next six nights, before our national Test team face Pakistan in the West Test on Thursday, Seven's Summer of Cricket is heating up, and it's only going to get hotter," he said.

"Big crowds, big players and big audiences. The Big Bash is back!"

BBL|13 is shaping up as one of the best yet. Across 34 prime-time nights, including all four finals, Seven will deliver every moment of cricket's most exciting competition, live and free to Australians across the nation.

Last night's opener marked the start of a blockbuster week of live and free cricket on Seven, with six BBL matches across seven days in the lead up to the West Test between Australia and Pakistan at Optus Stadium.

On 11 days of the season, live and free BBL matches will follow stumps in Australia's Test series, including two mega days featuring back-to-back BBL clashes on top of a full day's play on Day One of the Boxing Day and Sydney Tests.

The home and away fixture concludes on Wednesday, 17 January with a huge match at Sydney Showgrounds Stadium between the Sydney Thunder and Melbourne Renegades.

The four-match finals series begins on Friday, 19 January, with the all-important Final scheduled for Wednesday, 24 January.

Throughout the 2023-24 BBL season, cricket fans will once again be treated to Seven's **The Spin**, hosted by Lisa Sthalekar, Jason Richardson and Brad Hodge, every Thursday on Channel 7, 7mate and [7plus](#).

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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 more than 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**, **Dancing With The Stars**, **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: please contact Seven Network for source information.