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BBL's winning innings on Seven Reaches 11.5 million, total TV audience up 20% on last summer

The Seven Network's coverage of the Big Bash League this summer bowled over Australians, reaching 11.5 million people so far this season.

With The Qualifier between the Hobart Hurricanes and the Sydney Sixers set to kick off at Hobart's Ninja Stadium at 7.00pm AEDT tomorrow, BBL 14 is already a big hit, attracting 20% more viewers on Seven and [7plus Sport](#) than last summer and BBL's biggest broadcast audience on Seven in five years.

Thrilling matches, packed stadia, a shorter season and an incredibly tight race to the Finals have cemented the BBL's standing as one of the most exciting sporting competitions in the world.

So far this season, BBL 14 has hooked a national total TV audience of 554,000. Streaming for free for the first time in Australia, BBL has reached 710,000 people exclusively on 7plus Sport.

The success of BBL is part of Seven's massive 2024-25 summer of cricket.

The Border-Gavaskar Trophy Test Series between Australia and India reached 13.4 million people across Seven and 7plus Sport, taking the crown as Australia's favourite sport so far this summer.

The five Test series attracted an average total TV audience of just over 1 million, up 39% on the 2023-24 summer. 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. The entire series reached 1.29 million people exclusively on 7plus Sport and delivered 120,000 new registered users for 7plus.

Cricket's #1 commentary team presented this summer's exciting BBL season, including the world's best cricket commentator, Ricky Ponting, one of the Big Bash League's greatest names, Aaron Finch, and former Perth Scorchers and Australian Cricket Coach, Justin Langer.

Seven Network Head of Cricket, Joel Starcevic, said: "With an endless amount of incredible storylines and unbelievable moments, we couldn't have asked for a better



season of the Big Bash League, and the Finals Series is set to take the excitement to the next level.

“From the Sydney Thunder's incredible turnaround from last season to the Melbourne Stars overcoming a tough start to their campaign, both teams have defied the odds to secure their spots in the Finals, setting the stage for an unmissable clash live and free on Seven and 7plus Sport.

“With both the Hobart Hurricanes and Melbourne Stars chasing their maiden BBL titles, this is shaping up to be one of the most thrilling Finals Series in recent memory. It’s going to be massive,” he said.

Seven Network Director of Sport, Chris Jones, said: “The Big Bash is back and better than ever. This season has delivered extraordinary moments, with record-breaking crowds, record-breaking audiences, and matches that have left fans on the edge of their seats – and Australians are absolutely loving it.

“On the eve of the Finals, Seven has assembled the ultimate commentary team and we’re thrilled to have Ricky Ponting commentating every BBL Final this season,” he said.

“Ricky’s insights and passion for the game are unmatched, and alongside cricket’s #1 commentary team – which includes, three-time BBL winning coach, Justin Langer and one of the greatest T20 players of all time, Aaron Finch – there’s no better person to capture the excitement of these crucial matches,” he said.

“The action doesn’t stop there. With the Women’s Ashes continuing tonight, Thursday and Saturday, all before the Series culminates in an epic Test at the MCG, as well as the Australian Men’s tour of Sri Lanka, there’s absolutely nowhere else to be this summer than right here on Seven and 7plus Sport.”

Seven National Television Sales Director, Katie Finney, said: “Seven’s summer of cricket has been a standout success for brands, cementing cricket as Australia’s number one summer sport. It has delivered record audiences across the screens of Seven, seamlessly connecting brand messaging to cultural moments on a massive scale.

“With the Big Bash League finals, the Women’s Ashes Series, and Australia’s Tour of Sri Lanka still to come, brands have an incredible opportunity to captivate audiences and strengthen their association with this iconic summer tradition.”

7plus Sport is the ultimate destination for BBL fans. With match replays on-demand, highlights from every BBL game, 20-minute minis, player interviews, exclusive content and more, viewers can tune into the 7plus Cricket Hub for 24/7 cricket content all summer



long. For all the latest cricket updates, breaking news stories, live scores, and replays, head to the [7NEWS.com.au](https://www.7news.com.au) match centre to stay connected to the action.

BBL 14: the best is yet to come

The Qualifier: Tuesday, 21 January, 7.00pm AEDT live and free on Channel 7, 7mate and 7plus Sport

The Knockout: Wednesday, 22 January, 7.00pm AEDT live and free on Channel 7, 7mate and 7plus Sport

The Challenger: Friday, 24 January, 7.00pm AEDT live and free on Channel 7, 7mate and 7plus Sport

The Final: Monday, 27 January 7.00pm AEDT, live and free on Channel 7, 7mate and 7plus Sport

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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](https://www.7plus.com.au); [7NEWS.com.au](https://www.7news.com.au); *The West Australian*; *The Sunday Times*; [PerthNow](https://www.perthnow.com.au); [The Nightly](https://www.thenightly.com.au); and [Streamer](https://www.streamer.com.au). 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, BBL main sessions av audience v season (no finals) YOY, reach all BBL content Seven and 7plus