



Monday, 14 October 2024

Bathurst 1000 accelerates on Seven and 7plus Sport Iconic Supercars round reaches 4.9 million

Australia's biggest motorsport event, the **Supercars Championship Repco Bathurst 1000** from Mount Panorama, roared across the screens of Seven over the weekend, reaching 4.9 million on Seven and [7plus Sport](#).

Yesterday's race, which saw Brodie Kostecki and Todd Hazelwood from Erebus Motorsport win for the first time, alone reached 3.4 million people, with an average total TV audience of 1.22 million – up 3% on the 2023 race. The audience just on 7plus Sport was 102,000, up 26% on 2023.

The thrilling action from Mount Panorama dominated its timeslot in total people, 25 to 54s and 16 to 39s.

Across the **Bathurst 1000** weekend, over 110 million minutes of action was streamed on 7plus Sport, with 7plus scoring a 55% commercial share of BVOD yesterday.

Seven's coverage of the **Bathurst 1000** was proudly presented by Repco, Shannons, BP, Harvey Norman, Macca's, ALDI, Optus and The National Bowel Cancer Screening Program.

Seven Network Executive Producer, Motorsport, Angela Rampal, said: "The Repco **Bathurst 1000** is arguably the biggest weekend on Australia's sporting calendar, and we are thrilled to have delivered another epic broadcast of the great race to viewers across the nation.

"This year's race had everything – an epic finish, heart-stopping moments and deserved first-time **Bathurst 1000** winners in Brodie Kostecki and Todd Hazelwood. This year's race kept fans on the edge of their seats, making for an incredible 26 hours of live broadcasting.

"Paired with the expertise of Seven's incomparable Supercars broadcast team, led by Mel McLaughlin, Mark Beretta, Chris Stubbs, Emma Freedman, Jack Perkins and Molly Taylor, we could not have asked for a better spectacle across the screens of Seven and 7plus Sport," she said.

Seven Network National Television Sales Director, Katie Finney, said: "The Bathurst 1000 is deeply ingrained in Australian culture, once again providing brands with an unparalleled platform on Seven and 7plus to engage high-value audiences on a massive scale across the entire 26 hours of live broadcast."



The Supercars action on Seven and 7plus Sport continues on 26 and 27 October with the **Boost Mobile Gold Coast 500**, with the 2024 Championship wrapping up on 16 and 17 November with the **VAILO Adelaide 500**.

Supercars Championship Bathurst 1000 on Seven:

- **Bathurst 1000 Race:** National reach 3.4 million, national audience 1.22 million.
- **Day Two Top 10 Shootout:** National reach 1.32 million, national audience 674,000.
- **Day Two Supports:** National reach 1.31 million, national audience 461,000.
- **Day Three Supports/Warm Up:** National reach 1.91 million, national audience 513,000.
- **Day Two Practice:** National reach 1.02 million, national audience 319,000.
- **Day One Qualifying:** National reach 892,000, national audience 250,000.
- **Day One Supports:** National reach 556,000, national audience 212,000.

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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](#); [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: please contact Seven Network for source information.

Media / **Release**

That's massive.

