



Tuesday, 28 January 2025

Big Bash League gets bigger on Seven 2024-25 season jumps 21% on last summer, reaches 11.9 million Last night's Final up 40% year-on-year

The Hobart Hurricanes' thrilling victory over the Sydney Thunder in last night's Big Bash League Final capped a massive BBL season on the Seven Network.

From the first match on 15 December to last night's showdown at Ninja Stadium in Hobart, BBL 14 delighted fans and reached 11.9 million people on Seven and [7plus Sport](#).

The full season drew 21% more viewers on Seven than last summer and delivered BBL's biggest broadcast audience on Seven in five years.

The BBL 14 season scored a national total TV audience of 573,000. Streaming for free for the first time in Australia, BBL has reached 760,000 people exclusively on 7plus Sport.

Last night's Final alone reached 2.98 million people, with a total TV audience of 1.04 million, up 40% on last year's Final.

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: "A record-breaking season capped off by an incredible performance by Mitch Owen and the Hurricanes, as they claimed their first Big Bash League title – it doesn't get any bigger than that.

"With the Renegades winning their first WBBL title and now the Hurricanes taking their first BBL title, this summer delivered more epic moments and unbelievable storylines than ever before, and we're ecstatic to have delivered another fiery BBL finals series to record-breaking audiences on Seven and 7plus Sport."

Seven Network Director of Sport, Chris Jones, said: "What this summer has shown us is that Australians absolutely love the cricket, and we're thrilled to continue the excitement of the summer with the historic Women's Ashes Test at the MCG and the Australia v Sri Lanka Series from 3.00pm AEDT Wednesday on Seven and 7plus Sport.



“As we look ahead beyond the summer of cricket, we cannot wait to deliver another unbeatable Toyota AFL Premiership Season, live and free on Seven and for the first time, streamed on 7plus Sport.

“With unprecedented access and a new-look coverage headlined by football media’s biggest names including new arrivals Kane Cornes and Nick Riewoldt, plus a seven days a week AFL offering of new and existing programs, there’s never been a more exciting time to be a footy fan,” he said.

“Bold new talent, unmissable match ups and football content seven days a week: get ready for a new era of AFL on Seven and 7plus Sport.”

Seven National Television Sales Director, Katie Finney, said: “The Big Bash League this summer has been a resounding success for advertisers, driving significant year-on-year audience growth while seamlessly integrating brands and their messaging across Seven and 7plus Sport.

“With the Women’s Ashes pink ball Test and Australia’s Tour of Sri Lanka exclusive to Seven and 7plus hitting off this week, brands have an unparalleled opportunity to continue to engage audiences and deepen their connection with cricket.”

BBL 14, by the numbers

National audience reach: 11.9 million

National total TV audience: 573,000, up 21% on last summer

Highest rating match: Final – national audience reach 2.98 million, total TV audience 1.04 million

7plus Sport audience reach: 1.4 million

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Media Release

That's massive.



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, Average audience BBL Season Overnights Main sessions v last year, inc Final, multi-channel sessions. Reach total season all sessions inc pre post content across Seven and 7plus