

Thursday, 25 January 2024

Big Bash a big hit with Australians BBL|13 reaches 9.4 million, Seven #1 in summer

The Seven Network's live and free coverage of this summer's sizzling Big Bash League competition ended on a high last night, with the Final between the Brisbane Heat and the Sydney Sixers in front of a record crowd at the SCG reaching 2.4 million people nationally.

The Heat's commanding victory over the Sixers drew an average audience of 738,000 viewers nationally and took the #1 spot in its hotly-contested timeslot in all people, 25 to 54s and 16 to 39s.

The winners clinched the title with a 54-run win over the home side, the Heat's trademark bowling attack on full display.

The Final capped a strong year for BBL, with average crowd attendance numbers up 23.7% and Seven's TV audience growing on the previous summer. A total of 1,005,506 fans attended BBL across the summer, with last night's crowd of 43,153 the biggest ever in Sydney in the history of the competition.

Despite a large number of rain-affected matches, BBL|13 reached 9.4 million people nationally, including 6.3 million in the capital cities.

The BBL's national season average was 492,000 viewers. Seven's BBL audience was up 3% nationally year-on-year and up 7% in the capital cities, including a 33% jump in Brisbane and a 10% lift in Adelaide.

The success of BBL, Test cricket and other key programs has given Seven the summer TV crown, ranking #1 in all people with a 42.5% commercial share and #1 in 25 to 54s. The 42.5% share is a record high for Seven at this point in the summer ratings season.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "A record-breaking crowd at the SCG, an unbelievable show from champions the Brisbane Heat and a massive TV audience – what a way to wrap up a sensational BBL|13 season.

"Following a reinvigorated, shorter, power-packed regular season and an epic Finals series, we're rapt with the success of BBL|13 on Seven. Fiery moments, thrilling contests, passionate fans, it's just not the cricket we grew up with – it's bolder and Australian viewers absolutely love it.

"Credit to our world-class 7Cricket broadcast team both in front of and behind the cameras, and thanks to our trusted partners Cricket Australia, the Clubs, the players, our sponsors and, of course, the passionate fans who have reminded us again just how much we love cricket, and why it remains Australia's #1 summer sport," he said.

From 2.00pm AEDT today, cricket's #1 commentary team returns to the Gabba for the final Australia v West Indies Test, live and free on Channel 7.

Fans can also tune into Seven for the glittering Australian Cricket Awards from 7.30pm AEDT on Wednesday, 31 January, on 7mate, where the Allan Border Medal and Belinda Clarke Award will be awarded to this season's best men's and women's player respectively.

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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.