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## Big Brother's big results for Seven

After 63 days locked away in the **Big Brother** house, Marley Biyendolo has been crowned the winner of this year's captivating competition and the numbers have been tallied for the series' success across Channel 7 and [7plus](#).

Last night 1.03 million viewers nationally, including 726,000 in the capital cities, tuned in to the live **Big Brother Finale – Winner Announced**, as Australians voted Marley Biyendolo the 2021 winner, ahead of Christina Podolyan and Sarah Jane "SJ" Adams.

The number of people voting set a new record for the show, underlining how engaged many Australians are with **Big Brother**.

**Winner Announced** dominated its timeslot, ranking #1 in people 25 to 54 and total people.

Earlier last night, **Big Brother Finale** attracted 982,000 viewers nationally and 672,000 in the capital cities, ranking #1 in its timeslot in 25 to 54s and total people.

**Big Brother Finale** helped lead [7plus](#) to its highest ever day of streaming, with 3.6 million minutes streamed.

Hosted by Sonia Kruger, **Big Brother** 2021 delivered an average national total audience of 1.08 million viewers, including overnight, time-shifted and BVOD viewing.

On broadcast, the series scored 892,000 viewers nationally and 648,000 in the capital cities. Across the series, it ranked #1 in women 18 to 54 and 16 to 39s on broadcast.

In the capital cities, **Big Brother** boosted Seven's timeslot audience by 9% in 25 to 54s and 16% in 16 to 39s.

The series was a hit across all platforms. Its average time-shifted and BVOD audience were 93,000 and 186,000 respectively.

On [7plus](#), more than 430 million minutes of **Big Brother** were streamed in 2021. **Big Brother** is the biggest show on [7plus](#) this year in total people and across all key demographics. It averaged a huge 186,000 viewers every episode in 2021 across BVOD and is the second biggest free-to-air VOD program watched by 25 to 54s this year.

On social media, **Big Brother** generated 96.5 million total social media impressions, 31.4 million total social video views, and more than 7.9 million total social engagements. #BBAU also trended nationally on Twitter during every episode airing, including 13 times at #1.

Seven's Network Director of Programming, Angus Ross, said: "After its triumphant return to screens in 2020, **Big Brother** has firmly cemented its position as one of the country's most loved and most watched TV shows, particularly for younger Australians.

"This year's series had an amazing collection of housemates and Big Brother outdid himself with his new surprises and twists. My thanks to everyone involved with the show at Seven and our production partner, Endemol Shine Australia.

"As part of our ongoing content-led growth strategy, **Big Brother** 2021 delivered on our key aims of bringing younger viewers to Seven and [7plus](#), and generating year-on-year timeslot increases," he said.

"The casting for next year's series is already underway. But before it arrives, **Big Brother** fans are in for a real treat: **Big Brother VIP**. This special event series will launch later this year, with the noisiest and most entertaining celebrity cast ever seen on Australian television."

**Big Brother** is created and produced by Endemol Shine Australia for the Seven Network.

## **Big Brother by the numbers**

- National total audience (includes overnight, time-shifted and BVOD audience): 1.08 million
- Capital city total TV audience (includes overnight, time-shifted and BVOD audience): 834,000
- National average broadcast audience: 892,000
- Capital city average broadcast audience: 648,000
- Timeslot audience growth: up 9% in 25 to 54s, up 16% in 16 to 39s
- Average time-shifted audience: 93,000
- [7plus](#) average BVOD audience: 186,000 (28 day)
- Timeslot rankings: #1 in 16 to 39s and women 25 to 54
- 430 million minutes streamed
- 96.5 million total social media impressions
- 31.4 million total social video views
- 7.9 million total social engagements
- #BBAU trended nationally on Twitter during every episode airing, including 13 times at #1.

### **For more information, please contact:**

Robert Sharpe  
Head of Corporate Communications  
M: 0437 928 884  
E: [rsharp@seven.com.au](mailto:rsharp@seven.com.au)

### **About Seven West Media**

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus;

7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Voice**, **Dancing With The Stars: All Stars**, **Home and Away** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.

*Source: OzTAM (Metro Broadcast, National BVOD), Regional TAM (Comb. Agg Markets). Big Brother: 26/4/2021-29/6/2021. Broadcast data based on Cons7 prior last 4 episodes, Overnight last 4 eps. Preliminary data for Final/Winner Announced. Timeslot growth Metro for Big Brother vs timeslots 2020 same days/dayparts last year (Sun 1900-2040, Mon-Tue 1930-2010, Wed 1930-2100). Timeshifted 7day audience. BVOD (Live + VOD), Ave Audience and Total Minutes (28 Day), eps 1-30 includes co-viewing, ep 31 excludes co-viewing due to time of analysis.*