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Birmingham 2022 wins gold with viewers

- **11.1 million reached on TV, 2.15 million on 7plus**
- **Streaming surges 177% on 2018**

As the **Birmingham 2022 Commonwealth Games** came to a stirring close yesterday, the Seven Network's exclusive, live and free coverage delivered record-breaking digital audiences on [7plus](#) and reached a national audience of 11.1 million Australians for its linear broadcast on Channel 7 and 7mate.

Over the 12 days of the Games, 7plus delivered Australia's biggest ever digital audience for a Commonwealth Games, up 177 % in BVOD versus the 2018 Gold Coast Commonwealth Games – which was held in an Australian time zone – and up 86% in live streaming.

From the Opening Ceremony on Friday 29 July to yesterday's Closing Ceremony, Seven was #1 every day with an average national network commercial share of 49.2%, #1 in 25 to 54s (45.8%) and #1 in 16 to 39s (47.8%).

Seven Network is #1 nationally and in the capital cities so far in the OzTAM 2022 survey year, and #1 nationally in 25 to 54s and 16 to 39s.

7plus' comprehensive coverage of Birmingham 2022 across 30 dedicated live and replay Commonwealth Games channels reached 2.15 million viewers and streamed more than 450 million minutes, with 7plus ranking #1 across the Games in BVOD with a commanding 50.8% share, and in live streaming (59.9%).

Viewing on 7plus was particularly popular with younger viewers, with Virtual Australia (VOZ) data up to day 8 recording an incremental audience reach on broadcast in 18 to 39s of 23%.

Across the Games, the Night session attracted the biggest audiences and dominated its timeslot with an average audience of 897,000 total viewers, including 23,000 on 7plus, and ranked #1 in its timeslot in total people, 25 to 54s and 16 to 39s.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "The Commonwealth Games on Seven, 7plus, [7NEWS.com.au](#) and *The West Australian* captivated Australia and provided the outstanding results for our commercial partners

"After a record-breaking Summer and Winter Olympics and a home Ashes, the Commonwealth Games once again proved Seven's leadership and global credentials as content creators and story tellers across all platforms. New and existing 7plus users helped drive massive streaming numbers, with exclusive content on 7plus, including **Heartbreak Island**, capturing a huge number of younger viewers.



“Our audience forecasts were not just met but exceeded. We delivered what we said we would for advertisers and did so around genuine magical, unmissable and unforgettable moments. We will once again take the key learnings and insights from the event to continue to innovate and enhance the advertiser and viewer experience in our plans for the future.

“Ahead of the must-watch **2022 AFL Grand Final** on Seven next month, the Commonwealth Games highlights the power and value of premium sport to deliver young and engaged audiences across all screens, and it helped increase the leadership of Seven and its key shows in 2022, including **7NEWS, Sunrise** and **The Chase Australia**,” he said.

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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, MKR, AGT, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away, The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.

