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Bravo for 7Bravo!

New Seven and NBCUniversal channel scores with viewers

Eight months after it first went to air, the Seven Network and NBCUniversal's innovative broadcast and streaming channel 7Bravo has been embraced by Australians.

The unique partnership between Seven and NBCUniversal International Networks & Direct-to-Consumer draws on NBCUniversal's stellar portfolio of reality content, including the world's most iconic unscripted TV franchises and series from Bravo and E!, plus compelling true crime content from Oxygen True Crime.

From a standing start on 15 January this year, 7Bravo now reaches a remarkable 3.8 million viewers a month on the Seven Network and 358,000 on 7plus.

In August 2023, 7Bravo's average broadcast audience was up 60% versus its first full month in February, up 29% in people 25 to 54 and up 25% in women 25 to 54.

Over the past eight months, more than 686 million minutes of 7Bravo content have been streamed on 7plus.

The biggest hits so far on 7Bravo include **Below Deck Down Under**, **The Real Housewives Ultimate Girl Trip**, **Buried In The Backyard** and **Below Deck**.

7Bravo has boosted Seven's broadcast audience share, finding its greatest success in its target market of women 25 to 54.

Among all commercial multichannels, 7Bravo ranks third in viewership by women 25+ and holds the fourth highest percentage of viewers in women 25 to 54 and 16 to 54.

Seven's Director of Content Scheduling, Brook Hall, said: "NBCUniversal is one of the world's leading entertainment and media companies and the creator of some of the best-known and most-loved entertainment brands. So it's not a surprise that 7Bravo has become a much sought-after broadcast and digital destination for extraordinary reality, entertainment and true crime content.

"7Bravo now makes up 7% of all streamed minutes on 7plus, with 79% of this content viewed on big screens through connected TVs.

"Audiences have responded to our massive collection of free binge-worthy and award-winning shows – helping our commercial partners achieve reach and impact across engaged and hard to reach younger female viewers," he said.

Chris Taylor, MD, NBCUniversal International Networks & Direct-to-Consumer and Distribution, ANZ, Executive Chairman of Bravo New Zealand, said: "We couldn't be more delighted with the strong start of 7Bravo, evidenced by the incredible growth it has seen in a



short period of time. It is still early days, and we know from experience in other markets that the channel will continue to grow as Australians adopt the highly engaging and compelling programming available on 7Bravo.”

7Bravo joined Channel 7, 7mate, 7two and 7flix in the Seven Network, perfectly complementing the existing hit channels and giving viewers and advertisers a new, compelling content schedule.

Director of 7RED, Katie Finney, said: “7Bravo’s high proportion of women 25 to 54 within its overall audience is delivering less wastage for clients targeting women. The 7Bravo content is synonymous with popular culture, which makes it an ideal platform for brands to connect with their target audience on a cultural level and via ‘watercooler’ moments. We are then supercharging the effectiveness and engagement of campaigns by leveraging our ‘Friends of 7Bravo’ influencer network to create custom content aligned seamlessly to the 7Bravo brand.”

Hit shows coming soon to 7Bravo include **Below Deck Down Under** Season 2, **Below Deck** Season 10, **Botched** Season 8, **Buried in the Backyard** Season 5, **Rainn Wilson and the Geography of Bliss**, **Luann and Sonja: Welcome to Crappie Lake**, **Vanderpump Rules** Season 10, **The Edge with Orlando Bloom**, **House of Villains**, **Made in Chelsea** Season 25, **Summer House: Martha’s Vineyard** and much more.

TOP 7BRAVO PROGRAMS ON 7PLUS SO FAR IN 2023:

Rank	Program
1	Below Deck Down Under
2	The Real Housewives Ultimate Girls Trip
3	Buried In The Backyard
4	Below Deck
5	Below Deck Mediterranean
6	The Real Housewives of Miami
7	The Real Housewives of Orange County
8	Accident, Suicide or Murder
9	Botched
10	The Real Housewives of New Jersey

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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**, **Big Brother**, **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.