



# Media Release

Friday, 5 August 2022

## Commonwealth Games reaches over 10 million

- **1.77 million reached on 7plus**
- **7plus up 165% in BVOD on Gold Coast 2018**
- **Seven Network delivers 49.6% average weekly share**

The **Birmingham 2022 Commonwealth Games** has gripped audiences and reached more than 9.9 million Australians on Seven linear broadcast TV and more than 1.77 million on [7plus](#) so far.

On 7plus, Birmingham 2022 is up 165% in BVOD versus the 2018 Gold Coast Commonwealth Games and up 86% live streaming.

In its first week, Birmingham 2022 has streamed 294 million minutes – 81% more Commonwealth Games minutes than the whole of Gold Coast 2018.

In the past seven days, 7plus has a commanding 62.5% commercial broadcast share in live streaming and a 50.8% commercial share in BVOD, and is up 113% week-on-week in BVOD and 184% in live streaming.

The Games night session has averaged 968,000 total viewers so far, including 26,000 on BVOD, and is #1 in its timeslot in total people, 25 to 54s and 16 to 39s.

Since Friday 29 July, Seven has been the #1 network nationally and across the capital cities in total people with a 49.6% commercial share nationally, #1 in 25 to 54s (45.5%) and #1 in 16 to 39s (47.9%). Seven is up 38% week-on-week in total people, 46% in 25 to 54s and 54% in 16 to 39s.

The Commonwealth Games is particularly popular with younger viewers on 7plus, with Virtual Australia (VOZ) data recording 19% of people 18 to 39 watched the sporting action exclusively on 7plus, delivering an incremental audience reach on broadcast of 23% over the first five days.

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

Seven West Media Chief Digital Officer, Gereurd Roberts, said: “After a phenomenal start to 2022, 7plus is soaring to new heights, with the Commonwealth Games surpassing our expectations and smashing streaming records.

“Streaming on 7plus is up a remarkable 165% on the 2018 Commonwealth Games, which, of course, were hosted in the Gold Coast and in an Australian time zone.



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“In the past seven days, more than 294 million minutes have been streamed across 7plus’ 30 dedicated exclusive and free, live and replay Commonwealth Games channels, with 7plus #1 in BVOD with a 62.5% commercial share in live streaming,” he said.

“7plus’ coverage of our all-star Australian team is reaching new and existing viewers in new ways on different screens, with 7plus’ best-in-class viewing experience delivering incredible total video results for our commercial partners.”

Seven West Media Chief Revenue Officer, Kurt Burnette, said: “Our exclusive, live and free coverage of the **Birmingham 2022 Commonwealth Games** on Seven, 7plus, 7New.com.au and The West has delivered incredible and magical moments and hours of engaging entertainment for millions of Australians with Total TV showing the games dominated viewing every day and night. It is also driving further leadership for **Sunrise** and **7NEWS** nationally. For brands, it has delivered unique opportunities for our partners to align their brand alongside inspirational and uplifting moments that have gripped more than 10 million viewers nationally across TV and BVOD.

“Our innovative and comprehensive coverage has delivered huge national total television shares every day it’s aired and has increased Seven’s winning lead in total people and 16 to 39s in 2022.

“We can’t wait to bring viewers more unmissable action. Seven’s winning momentum is set to continue when Australia’s favourite cooking show, **MKR**, returns with Nigella Lawson and Manu Feildel for an exciting new season starting 7.00pm this Sunday on Channel 7 and 7plus,” he said.

**For more information, please contact:**

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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.



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