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## **Eagles' Super Bowl victory soars high for Seven Record Super Bowl audience, reaches 2.6 million**

The biggest sporting event in the US this year, **Super Bowl LIX**, scored with Australians yesterday, with the Seven Network's live and free broadcast on Seven and [7plus Sport](#) reaching 2.6 million people.

The Philadelphia Eagles' resounding win over the Kansas City Chiefs at Caesars Superdome in New Orleans had an average national total TV audience of 892,000, up 11% on last year's showdown between the Kansas City Chiefs and the San Francisco 49ers – and a record result for Seven.

On 7plus Sport, **Super Bowl LIX** reached 406,000 people exclusively, with an average audience of 157,000, up 34%, and 43 million minutes streamed.

**Super Bowl LIX Post Game** reached 1.19 million, with a national audience total TV audience of 548,000.

Yesterday's game capped Seven's big 2024-25 NFL season, which reached 4.7 million people, with audience up 6% year-on-year.

Seven Network Director of Sport, Chris Jones, said: "On one of the biggest days in world sport, as our very own Jordan Mailata became the first Australian to win a Super Bowl, Australian audiences were tuned in to Seven and 7plus Sport.

"The Super Bowl is one of the world's greatest sporting spectacles, and we are thrilled to deliver every heart-racing moment live and free on Seven and 7plus Sport. Connecting Australians with the world's biggest and best sporting events is at the heart of everything we do, and we're proud to bring audiences closer to the NFL action every week of the season."

Seven West Media Managing Director, Digital, Gereurd Roberts, said: "The record-breaking streaming numbers for this year's Super Bowl followed a groundbreaking summer of cricket, showing 7plus has truly established itself as the home of free, premium sport for all Australians.

"And with the AFL to be streamed for free to Australians for the first time ever from 6 March, 7plus' place at the heart of Australian households will only strengthen as we deliver tier one sport across all 52 weeks of the year."



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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 about 17 million people a month.

The company owns some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#). The Seven Network is home to Australia's most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **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: VOZ 5.0, Total TV Reach Seven and 7plus, main game v main game YOY average audience total TV, 7plus exclusive reach total Super Bowl coverage content, season average audience including Super Bowl coverages YOY