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## **FIFA Women's World Cup 2023™ draws 18.6m Sets new TV viewing records Biggest Australian streaming event ever England v Spain Final: 5.54 million viewers**

The **FIFA Women's World Cup 2023™** has captured the hearts and minds of the nation, with the Seven Network's live and free coverage delivering the biggest viewing audiences across all screens since the OzTAM audience measurement system started in 2001.

Almost 18.6 million Australians watched the tournament across the screens of Seven, including 14.76 million reached on broadcast and 3.82 million on [7plus](#).

Last night's thrilling Final reached 5.54 million Australians, as Spain triumphed over England to become the **FIFA Women's World Cup 2023™** champions.

The Final drew an average national total audience of 3.08 million on Seven and 7plus, including 2.7 million viewers on Seven (2 million in the capital cities) and another 373,000 viewers on 7plus.

The Final was the #1 broadcast program last night nationally and in the capital cities in all people, 25 to 54s and 16 to 39s. 7plus dominated BVOD viewing yesterday, with a 59.2% share. In live streaming, it had an 66.3% share.

The game peaked at 3.21 million viewers on broadcast and dominated its broadcast timeslot, scoring a 66.1% commercial audience share in total people, 70.5% in 25 to 54s and 78.4% in 16 to 39s.

The **FIFA Women's World Cup 2023™** delivered some of the biggest total TV audience numbers seen in Australia in years.

The Matildas' Semi Final against England on 16 August became the most-watched TV program in more than two decades, with an average audience of 7.2 million and a reach of 11.15 million. It was also the most streamed event ever in Australia, with 957,000 viewers on 7plus. (The OzTAM data does not include the huge out of home viewing of the tournament in pubs, clubs, stadia and so on.)

### **Matildas TV audiences**

#### **Total people:**

Match	Reach	VOZ average all screens	Broadcast TV	7plus
Semi Final: Australia v England	<b>11.15m</b>	7.2m	6.24m	957,000
Quarter Final: Australia v France	<b>7.2m</b>	4.22m	3.75m	466,400
Round Of 16: Australia v Denmark	<b>6.54m</b>	3.57m	3.19m	378,100

Play Off: Australia v Sweden	<b>6.25m</b>	3.38m	2.99m	398,000
Group Stage: Australia v Nigeria	<b>4.88m</b>	1.48m	1.34m	142,300
Group Stage: Australia v Republic Of Ireland	<b>4.88m</b>	1.96m	1.76m	197,600
Group Stage: Canada v Australia	<b>4.71m</b>	2.49m	2.22m	275,000

More than 547 million minutes of **FIFA Women's World Cup 2023™** content has been watched on 7plus to date.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "Seven's broadcast of the **FIFA Women's World Cup 2023™** in partnership with Optus Sport showcased the growing passion for women's football and the undeniable fact that sport brings Australians together.

"Seven's unparalleled live and free coverage of the event, underpinned by our team of passionate, expert commentators, reaffirms our ongoing commitment to celebrate and grow both men's and women's sports across all codes. From the AFLW and the WBBL to women's international cricket and more, Seven has a strong legacy of bringing the best in sports to Australians that inspires the next generation.

"This World Cup has been like no other and has set a new benchmark for future tournaments. The Matildas have been nothing short of spectacular and we're honoured to have shared their remarkable journey," he said.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "The **FIFA Women's World Cup 2023™** firmly cemented itself as the biggest broadcast and digital viewing event in Australian history.

"We knew it would be a cultural game changer and it's been just that – categorically shaping culture and changing behaviours. Audience numbers on Seven and 7plus, in partnership with Optus, surpassed our expectations to deliver incredible results for our brand partners, while creating a halo effect across the rest of our schedule like we've never seen before.

"No other medium other can create the same mass cultural impact as TV and we're proud that Seven's coverage united Australia, created a shared sense of pride across the nation and produced lasting memories that will inspire a new generation," he said.

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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 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, Supercars and the FIFA Women's World Cup 2023™.

Source: please contact Seven Network for source information.