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My Kitchen Rules cooks up global success

The Seven Network's hit cooking show **My Kitchen Rules** continues its global success, with strong overseas sales of the Australian series and the commissioning of international versions.

Seven's distribution partner, Banijay Rights, the global sales arm of content powerhouse Banijay Entertainment, has negotiated strong long-term sales agreements for **My Kitchen Rules** Australia with key overseas networks, including TVNZ in New Zealand, M-Net in South Africa, UKTV in the UK, DPG Media in Belgium, TVA in French-speaking Canada, SIC in Portugal, Talpa in the Netherlands and TV2 in Hungary.

My Kitchen Rules Australia is also a strong performer on Amazon Prime Video in the US, delivering an average of 12 million streamed minutes a month. Seasons one to 12 of the Australian series is a top 20 title for Amazon Prime Video in the US.

Over the years, 36 seasons of **My Kitchen Rules** have been produced under format license in 15 countries, making it one of Australia's most successful television exports.

Leading Israeli TV network, Keshet Media Group recently commissioned a fifth season of the series.

Keshet Media Group Head of Programs and Acquisition, Ilanit Siman Tov Hirsch, said: "Keshet is very pleased with commissioning the fifth season of the format in Israel. Last season was **My Kitchen Rules**' highest rated season. The show reflected the hottest topics Israelis talked about and became the talk of the hour, thanks to the honesty of the participants that many Israelis could relate with."

Banijay Rights CEO, Cathy Payne, said: "**My Kitchen Rules** is one of the stand-out culinary formats in Banijay Entertainment's burgeoning catalogue, with a loyal international fan base.

"Featuring everyday cooking by some of the best amateur cooks, this much-loved series continues to appeal to audiences worldwide across multiple platforms, as demonstrated by our ongoing global deals."

Seven's Director, Distribution and Content Partnerships, Richard Henson, said: "We are delighted to see **My Kitchen Rules** Australia continue to resonate in global markets. Our



distribution partnership with Banijay Rights is one to be proud of and we look forward to working with the team to extend further format and finished tape sales in key territories.”

My Kitchen Rules, which is produced for Seven by ITV Studios Australia, was the #1 cooking show in Australia last year. It reached 6.1 million Australians on Channel 7 and 883,000 on [7plus](#), and grew its average total TV audience by 10% year-on-year to 1.04 million. On 7plus, live streaming jumped 32% and BVOD climbed 15%.

The 2023 Grand Final reached 1.7 million viewers on Channel 7 and 101,000 on 7plus. It delivered the biggest **My Kitchen Rules** Grand Final audience since 2019 and was up 15% on the 2022 final.

The 2024 season of **My Kitchen Rules** launches soon on Channel 7 and 7plus.

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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.