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SAS Australia storms ahead Series grows 11% year-on-year

The 2023 season of the Seven Network's hit series **SAS Australia** ended on a high last night, with the series drawing more viewers across the screens of Seven and reaching over seven million people.

Fronted by Chief Instructor Ant Middleton and the DS, **SAS Australia** joins **My Kitchen Rules**, **Farmer Wants A Wife** and **Dancing With The Stars** on the list of Seven's 7.30pm shows that have increased their audiences this year, an achievement no other network can match.

Across its 2023 run, **SAS Australia** reached a massive 7.15 million Australians on Seven and [7plus](#), as 14 unsuspecting celebrities battled the biggest physical and emotional test of their lives in an unforgiving desert.

The total series' overnight average national audience was up 11% year-on-year, with the 2023 series increasing its timeslot audience share in all people, 25 to 54s and 16 to 39s.

On 7plus, live streaming across the season soared 84% year-on-year; total viewing on 7plus was up 9%. 7plus viewing alone added 20% to the average total audience and 30% in 25 to 54s.

Last night's finale reached 1.85 million viewers across Australia on Seven and 7plus, as actor Tim Robards and former Olympic diver Matthew Mitcham passed selection on TV's toughest test.

Seven Network's Chief Content Officer, Entertainment Programming, Angus Ross, said: "**SAS Australia** attracted strong audience numbers across all screens this year and saw a big increase on 7plus, as viewers streamed Australia's most intense show live and watched the uncensored versions on 7plus.

"My thanks to Ant Middleton and the Directing Staff, and the celebrities who were brave enough to take part. **SAS Australia** will return in 2024 with a new batch of celebrities and with more extreme conditions and extraordinary tests of stamina and resilience from the real SAS selection process."

SAS Australia is produced by Screentime, a Banijay Group company, based on a Minnow Films format.

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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.

Source: please contact Seven Network for source information.