



# Media Release

Thursday, 14 October 2021

## **SAS Australia surges in total audience**

- **Season 2: 1.26 million total viewers**
- **#1 Seven show in total audience uplift**
- **Up 54% in 25 to 54s, up 39% in total people**
- **Live streaming on 7plus up 69%**

**SAS Australia** finished an unforgettable second season last night to become the Seven Network's #1 show in terms of total audience uplift.

With consolidated viewing over seven days, including broadcast catch-up viewing and online streaming audiences, the series delivered a powerful performance, averaging 1.26 million total viewers, including 907,000 broadcast viewers nationally and 615,000 in the capital cities.

Viewing live or on-demand on [7plus](#), plus via linear broadcast catch-up, added 39% to **SAS Australia**'s overnight audience numbers. The increase was even bigger – 54% – among people 25 to 54.

Season two of **SAS Australia**, which saw 18 celebrities put through the show's toughest, most unforgiving selection course yet, reached 7.12 million people nationally, with an additional 1.11 million on 7plus.

The series lifted its timeslot audience on Channel 7 by 67% year-on-year and 105% in 25 to 54s.

On 7plus, an average of 38,000 viewers watched live on 7plus alongside the television broadcast, up 69% on the live streaming average for season one and up 75% in 25 to 54s.

Seven's Network Director of Programming, Angus Ross, said: "**SAS Australia** attracted strong audience numbers across all screens since its launch, with total audience numbers soaring 54% in 25 to 54s as viewers streamed the hit show live and watched the uncensored versions on 7plus.

"Its success this year underlines the multi-screen reach of many of our shows and highlights why total audience is the best and most relevant measure of how our content connects to and engages with viewers."

Chief Instructor Ant Middleton and the Directing Staff return in the four-part special event, **SAS Australia: Hell Week**, which premieres Monday 7.30pm on Channel 7 and 7plus – featuring everyday Australians going to hell and back in the hope of passing the SAS selection course.

**SAS Australia** is produced by Screentime, a Banijay Group company, based on a Minnow Films format, for the Seven Network.



# Media Release

## For further information, please contact:

Rob Sharpe  
Head of Corporate Communications  
M: 0437 928 884  
E: [rsharpe@seven.com.au](mailto:rsharpe@seven.com.au)

*Source: OzTAM (Broadcast Metro, BVOD National), Regional TAM (Comb. Agg Markets). SAS Australia: Launch 13 Sept 2021, Eps 1-14: Seven Network. National audience growth: 7Day viewing of TSV & BVOD on top of Overnight audience performance. Total Video Audience: Broadcast (Overnight + TSV to latest data released, eg: Eps 1-11 Overnight + TSV, Eps 12-14 Overnight only) + BVOD (Live + VOD \*to 7 days). Network National Reach estimate based on Metro + Regional for minimum of 1 minute of SAS Australia viewed for eps aired to date. Overnight broadcast metro 7primary timeslot audience growth for SAS Australia Eps 1-14 vs same days/timeslot in 2020. BVOD average audience for live streaming, includes co-viewing.*

### **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**, **Big Brother**, **Big Brother VIP**, **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.