



Tuesday, 10 December 2024

Second Test delivers big numbers for Seven Reaches 5.7 million on Seven and 7plus Sport

The second face-off between Australia and India in the Border-Gavaskar Trophy Test Series scored big with viewers, reaching 5.7 million people across Seven and 7plus Sport and dominating Australian television and digital screens.

The showdown at Adelaide Oval between cricket's best teams delivered an average total TV audience of 835,000, up 59% on last year's Adelaide Test and including 1.04 million for the third session on day two and 1.03 million for the second session on day two.

The Australian team's 10-wicket thumping of India to level the series 1-1 ranked as the most-watched program in all people, 25 to 54s and 16 to 39s on Friday and Saturday.

Across the three days of the Second Test, 7plus saw a 120% surge in audience compared to the same days last year. The Second Test reached 586,000 people exclusively on 7plus.

Cricket's #1 commentary team presented the Second Test, including the most famous name in Indian cricket – Sunil Gavaskar – cricket's most astute caller Ricky Ponting, former Australian coach Justin Langer, Australian champion batsman Matthew Hayden, and former Australian ODI and T20I captain Aaron Finch.

Seven Network Director of Sport, Chris Jones, said: "Despite the early finish, it was a statement performance from Australia, reclaiming the momentum as the teams head to Brisbane.

"With three Tests still to come – at the Gabba, the iconic Boxing Day Test in Melbourne, and Pink Test in Sydney early next year – the five-match Border-Gavaskar Trophy Series on Seven and 7plus Sport promises to be a nail biter.

"This Test summer, Australians can for the first time stream the cricket in English or Hindi for free on 7plus Sport, and we are pleased to see strong audience numbers continuing to complement our linear broadcast," he said.

Seven Network Head of Cricket, Joel Starcevic, said: "With the series now tied 1-1, the battle between the giants of world cricket is only heating up. The biggest and most exciting moments of this summer of cricket are still ahead, and the action resumes this Saturday from the Gabba.



"And the summer of cricket steps up another notch this weekend, with the Big Bash League roaring to life on Sunday from the Wild West, with the Perth Scorchers hosting the Melbourne Stars. There's no place else to be than Seven and 7plus Sport – the ultimate destination for cricket fans this summer."

The Border-Gavaskar Trophy series continues on 14 December, with the start of the Third Test at the Gabba, live and free on Seven and 7plus Sport.

Seven's coverage of the new Big Bash League season kicks off on 15 December, with the Australia v England Women's Ashes Series launching on 12 January.

The Second Test, by the numbers:

Day 2, Session 3: National reach 2.39 million, national audience 1.04 million.

Day 1, Session 3: National reach 2.29 million, national audience 991,000.

Day 3, Session 1: National reach 1.94 million, national audience 923,000.

Day 2, Session 1: National reach 1.69 million, national audience 808,000.

Day 2, Session 2: National reach 1.68 million, national audience 1.03 million.

Day 1, Session 2: National reach 1.48 million, national audience 829,000.

Day 2, Tea: National reach 1.32 million, national audience 771,000.

Day 1, Session 1: National reach 1.21 million, national audience 547,000.

Day 2, Dinner: National reach 1.09 million, national audience 737,000.

Day 1, Dinner: National reach 1.09 million, national audience 727,000.

Day 1, Tea: National reach 1.03 million, national audience 578,000.

The Border-Gavaskar Trophy Australia v India Test Series

Third Test: The Gabba, 14 – 18 December

Coverage starts at 10.30am AEDT on Channel 7, 7mate and 7plus Sport on all five days



Fourth Test: MCG, 26 December – 30 December

Coverage starts at 9.30am AEDT on Channel 7, 7mate and 7plus Sport on all five days

Fifth Test: SCG, 3 January – 7 January

Coverage starts at 9.30am AEDT on Channel 7, 7mate and 7plus Sport on all five days

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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, date range 6-8/12/2024 vs same research days YOY, Reach all Second test content 7 and 7plus, Average Audience Main session only, vs Adelaide Test Series Jan 2024