



Tuesday, 2 January 2024

## **Seven: Australia's most watched network**

**#1 in 2023 calendar year and survey year**

**#1 in 34 calendar year weeks nationally**

**#1 program of 2023**

**#1 in news, sport, local drama, breakfast**

**#1 in multichannels**

**7plus: Up 23%, 15.36 billion minutes streamed**

The Seven Network has claimed victory in 2023, taking the title of the most watched network nationally and in the capital cities for both the calendar year and the ratings survey year.

With the #1 news, breakfast, sport and local drama shows – plus the #1 new entertainment show of 2023 and much-loved entertainment shows that grew their audiences across Seven and [7plus](#) – the network took the crown nationally for the calendar year in all people and was less than 0.2 points from taking the top spot in 25 to 54s.

Seven was also #1 nationally in all people for the survey year, which ended on 2 December. In the capital cities, Seven was on top in both the calendar and survey years.

Australia's favourite network was #1 in 34 calendar year weeks nationally and 27 weeks in the capital cities. For the survey year, it was on top for 28 weeks nationally and 20 weeks in the capital cities.

7plus had a blockbuster 2023, streaming 15.36 billion minutes, up 23% in total. The increase included a 24% lift in live streaming and a 22% rise in video on demand viewing.

The #1 shows in Australia were on Seven this year:

- #1 program of 2023: **FIFA Women's World Cup 2023™ Semi Final Australia v England**
- #1 winter sport – **AFL**
- #1 news program – **7NEWS**
- #1 new entertainment show of 2023: **The 1% Club**
- #1 Australian drama – **Home and Away**
- #1 lifestyle show – **Better Homes and Gardens**
- #1 daily game show – **The Chase Australia**
- #1 breakfast show – **Sunrise**
- #1 morning show – **The Morning Show**

With a total TV audience of 7.32 million, the **FIFA Women's World Cup 2023™ Semi Final** between Australia v England was the highest rating program on Australian TV in more than 20



years. All up, the **FIFA Women's World Cup 2023™** accounted for five of the top six programs of the 2023 survey year.

Seven's dominance of sport this year included the **AFL**, with the Grand Final ranking at the #4 program of the year (3.98 million viewers, up 22% on 2022). The Grand Final Presentations came in at #9 with 3.24 million viewers.

With an average total TV audience of 977,000, **The 1% Club** was the breakout entertainment hit of 2023. Four of Seven's 7.30pm shows – **Dancing With The Stars**, **SAS Australia**, **Farmer Wants A Wife** and **My Kitchen Rules** – increased their audiences year-on-year, a result no other network could match.

Seven's other big entertainment hits of 2023 included **John Farnham: Finding The Voice** with 1.66 million total TV viewers, the **TV WEEK Logie Awards** (1.36 million, their biggest audience since 2017), **Farmer Wants A Wife Finale Part 1** (1.38 million), **Farmer Wants A Wife Finale Part 2** (1.35 million), **The Voice** (1.29 million) and the **TV WEEK Logie Awards Red Carpet** (1.29 million).

More Australians turned to Seven for news and public affairs than any other network this year. With an average total TV audience of 1.39 million, **7NEWS** Monday to Friday was the #1 weeknight news program every week of 2023, with the biggest lead over its closest rival since 2019.

**7NEWS** Saturday and Sunday also ruled their timeslots, while **Sunrise** was the #1 breakfast program for a remarkable 20<sup>th</sup> year in a row and **The Morning Show** took the top spot mornings for its 16<sup>th</sup> consecutive year.

Seven West Media Managing Director and Chief Executive Officer, James Warburton said: "It's no accident that Seven was the most watched network this year – and for the past three years in a row and for 15 of the past 17 years. Day in, day out, we give Australians the news, sport and entertainment they love, want and trust.

"The fact we had our highest audience share in five years is testament to the talent and hard work of everyone at Seven, and the connection we have built with our audience. We were #1 in all people and we came extremely close to being #1 in 25 to 54s.

"The Matildas' amazing performance in the **FIFA Women's World Cup 2023™** was clearly a highlight this year, but it wasn't the only one. The ongoing success of **7NEWS**, **Sunrise**, **The Chase Australia**, **Home and Away**, **Better Homes and Gardens**, our 7.30pm entertainment shows, **AFL**, **cricket** and much more made 2023 a special year for Seven, our viewers and our partners," he said.

Seven's Chief Content Officer, Entertainment Programming, Angus Ross, said: "After a big 2023, next year is going to be even bigger. From Test cricket and the BBL over summer to **Australian Idol** and **The 1% Club** in the first quarter, we have a strong slate of new and returning shows, including **Dream Home**, **Stranded On Honeymoon Island**, **Made in Bondi**, **Once In A Lifetime**, all-new **First Dates**, **Farmer Wants A Wife**, **The Voice**, **Dancing With**



**The Stars, RFDS, My Kitchen Rules, the TV WEEK Logie Awards** and others we haven't announced yet.

“All of this is on top to our content ‘spine’ of **Sunrise, The Morning Show, The Chase Australia, 7NEWS, Home and Away** and **Better Homes and Gardens**, plus special events and the best sport in Australia.”

Seven West Media Chief Revenue Officer, Kurt Burnette, said: “In a market where the competition for audience, attention and engagement continues to increase, the screens of Seven have once again proven to be the leading choice for viewers and brands – making Seven and 7plus the fastest and most effective way to connect with more than 17 million people a month, on mass or targeted.

“We have a clear strategy to build on that in 2024 and beyond through more people, more addressability, ecommerce and innovation. Put simply, Seven is and will be the first and best choice for brands to create the best business outcomes and results.”

## 2023 CALENDAR YEAR

### National commercial shares (%), calendar year:

Network	All people	25 to 54s	16 to 39s
Seven Network	41.5	37.1	36.9
Nine Network	37.2	37.2	37.9
Network 10	21.3	25.8	25.2

### Capital cities commercial shares (%), calendar year:

Network	All people	25 to 54s	16 to 39s
Seven Network	39.8	34.9	35.5
Nine Network	39.2	39.3	39.6
Network 10	21.0	25.7	24.9

### Regional commercial shares (%), calendar year:

Network	All people	25 to 54s	16 to 39s
Seven Network	44.9	42.0	41.0
Nine Network	33.2	32.1	33.0
Network 10	21.9	25.9	26.0



### Weeks won, total people, calendar year:

Network	Nationally	Capital cities
Seven Network	34	27
Nine Network	18	25
Network 10	0	0

## 2023 SURVEY YEAR

### National commercial shares (%), survey year:

Network	All people	25 to 54s	16 to 39s
Seven Network	41.6	37.0	37.1
Nine Network	37.0	37.1	37.6
Network 10	21.4	25.9	25.3

### Capital cities commercial shares (%), survey year:

Network	All people	25 to 54s	16 to 39s
Seven Network	40.1	35.1	35.7
Nine Network	38.8	39.1	39.2
Network 10	21.1	25.8	25.1

### Regional commercial shares (%), survey year:

Network	All people	25 to 54s	16 to 39s
Seven Network	44.7	41.6	41.0
Nine Network	33.2	32.4	33.0
Network 10	22.1	26.0	26.0

## TOP 50 PROGRAMS OF 2023

### Total TV national audience (survey year)

1	Seven	FIFA Women's World Cup 2023 Australia v England	7,320,500
2	Seven	FIFA Women's World Cup 2023 Australia v France Post Game	4,516,800



3	Seven	<b>FIFA Women's World Cup 2023 Australia v France</b>	<b>4,225,200</b>
4	Seven	<b>Seven's AFL Grand Final: Collingwood v Brisbane</b>	<b>3,984,300</b>
5	Seven	<b>FIFA Women's World Cup 2023 Australia v Denmark</b>	<b>3,569,000</b>
6	Seven	<b>FIFA Women's World Cup 2023 Sweden v Australia</b>	<b>3,414,000</b>
7	Nine	NRL Grand Final Day – Match	3,412,800
8	Nine	State Of Origin, First Match	3,293,900
9	Seven	<b>Seven's AFL Grand Final: Presentations</b>	<b>3,242,000</b>
10	Seven	<b>FIFA Women's World Cup 2023 Final Spain v England</b>	<b>3,088,400</b>
11	Nine	State Of Origin, Second Match	3,044,600
12	Seven	<b>FIFA Women's World Cup 2023 Australia v England Post Game</b>	<b>2,856,900</b>
13	Seven	<b>Seven's AFL Grand Final: On The Ground</b>	<b>2,840,300</b>
14	Nine	State Of Origin, Third Match	2,505,400
15	Seven	<b>FIFA Women's World Cup 2023 Canada v Australia</b>	<b>2,492,800</b>
16	Seven	<b>FIFA Women's World Cup 2023 Australia v England Pre-Game</b>	<b>2,412,600</b>
17	Nine	Married at First Sight – The Final Dinner Party	2,115,700
18	Nine	The Block – Grand Final	2,114,200
19	Nine	Married at First Sight – Final	2,098,300
20	Nine	2023 Australian Open, Men's Final	1,975,300
21	Seven	<b>FIFA Women's World Cup 2023 Australia v Ireland</b>	<b>1,959,400</b>
22	Nine	Married at First Sight – Wednesday	1,931,200
23	Nine	Married at First Sight – Sunday	1,929,000
24	Nine	Married at First Sight – Launch	1,860,200
25	Nine	Married at First Sight – Monday	1,825,200



26	Nine	Married at First Sight – Tuesday	1,821,500
27	Nine	NRL Grand Final Day – Entertainment	1,785,500
28	Nine	Married at First Sight – Thursday	1,752,900
<b>29</b>	<b>Seven</b>	<b>FIFA Women's World Cup 2023 Australia v Denmark Pre-Game</b>	<b>1,712,700</b>
<b>30</b>	<b>Seven</b>	<b>John Farnham: Finding The Voice</b>	<b>1,663,800</b>
31	Nine	State Of Origin, First Match	1,653,500
32	Nine	ICC Men's ODI World Cup 2023 – Final Session 1	1,602,100
33	Nine	The Block – Sunday	1,575,300
34	Nine	State Of Origin, Second Match – Pre-Match	1,559,900
35	Nine	NRL Grand Final Day – Post Match	1,539,600
36	ABC	Vera	1,535,900
<b>37</b>	<b>Seven</b>	<b>FIFA Women's World Cup 2023 Australia v Nigeria</b>	<b>1,482,200</b>
<b>38</b>	<b>Seven</b>	<b>Seven's AFL: Friday Night Football Finals</b>	<b>1,462,400</b>
39	Nine	2023 Australian Open, Men's Final – Presentation	1,462,400
40	Nine	The Block – Launch	1,421,100
<b>41</b>	<b>Seven</b>	<b>7NEWS Monday to Friday</b>	<b>1,409,400</b>
<b>42</b>	<b>Seven</b>	<b>FIFA Women's World Cup 2023 Final, Spain v England, Post Game</b>	<b>1,386,900</b>
<b>43</b>	<b>Seven</b>	<b>Farmer Wants A Wife – Finale Part 1</b>	<b>1,375,800</b>
<b>44</b>	<b>Seven</b>	<b>The Voice – Launch</b>	<b>1,365,700</b>
<b>45</b>	<b>Seven</b>	<b>7NEWS Sunday</b>	<b>1,363,300</b>
<b>46</b>	<b>Seven</b>	<b>Home And Away</b>	<b>1,358,500</b>
<b>47</b>	<b>Seven</b>	<b>TV WEEK Logie Awards</b>	<b>1,357,800</b>
<b>48</b>	<b>Seven</b>	<b>7NEWS at 6.30</b>	<b>1,356,900</b>
<b>49</b>	<b>Seven</b>	<b>Farmer Wants A Wife – Finale Part 2</b>	<b>1,352,600</b>
<b>50</b>	<b>Seven</b>	<b>The Voice – Grand Finale</b>	<b>1,347,000</b>

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# Media Release

That's massive.



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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**, **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.