



Thursday, 8 February 2024

## **Seven #1 in summer with record share Audience and share grow, cricket up year on year**

Sport, news and some of Australia's biggest entertainment shows have combined to give the Seven Network its hottest summer on record.

The 10-week OzTAM summer season ends on Saturday, with Seven ranking #1 nationally.

Seven will end summer with a prime-time total TV commercial audience share of 42.1% in total people, up one percentage point on the 2022-23 summer and the network best summer share on record\*.

Seven's commercial audience shares are also up among 25 to 54s and grocery buyers. In terms of average audience, the number of people watching Seven has increased almost 2% over summer.

Since the start of the summer season on 3 December, Seven has reached more than 11.5 million people a week nationally thanks to the success of **Test** cricket, the **Big Bash League**, **7NEWS**, **Sunrise** and new seasons of **Australian Idol**, **Home and Away**, **The Chase Australia** and **Better Homes and Gardens**.

Seven's coverage of the Australia v Pakistan and Australia v West Indies Tests reached 9.87 million people, including 6.64 million in the capital cities.

The summer Test coverage grew year-on-year, including a 4% lift in metropolitan markets, and had an average audience of 686,000 nationally and 443,000 in the capital cities.

Despite a large number of rain-affected matches, **BBL|13** reached 9.4 million people nationally on Seven, including 6.3 million in the capital cities.

The BBL's national season average was 492,000 viewers. Seven's BBL audience was up 3% nationally year-on-year and up 7% in the capital cities, including a 33% jump in Brisbane and a 10% lift in Adelaide.

**7NEWS** remained Australia's most-watched evening news across the summer months, while **Sunrise** and **The Morning Show** continued their dominance of breakfast and morning TV respectively.

**Australian Idol** has increased its audience year-on-year since it returned on 29 January, while **The Chase Australia** remains Australia's #1 game show and **Home and Away** is the country's most-watched local drama series.

Seven's Chief Content Officer, Entertainment Programming, Angus Ross, said: "Seven is number one for summer, delivering a record audience share and growing audience."



“This record start has put us in a great position to launch our entertainment schedule and deliver further growth across the year. A big shout out to our **7NEWS** and **7SPORT** teams, who were relentless across summer to deliver this result.”

\* Audience shares and average are based on national broadcast viewing, as total TV or VOZ data was not officially available until 29 January 2024.

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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*; and *The Sunday Times*. 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.