



Monday, 21 March 2022

## Seven #1 nationally in 2022

### New national audience report shows Seven rules in survey year to date

The Seven Network today released the first combined metropolitan and regional television audience report based on content, covering the national performance of commercial free-to-air television networks.

The report is a combination of data from the television audience measurement organisations OzTAM (metropolitan markets) and Regional TAM (regional markets).

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: “An ongoing national ratings report is not only reflective of how television is now planned, bought and sold, but also an important step in getting to a combined daily VOZ report, which OzTAM is aiming to achieve by the start of calendar 2023, subject to industry consultation.”

“Seven continues to work constructively with OzTAM and Regional TAM, the other networks and the Media Federation of Australia to ensure our ratings data reflects the changes in national viewing behaviour.”

#### National commercial audience shares (%)

##### Survey year 2022

Week	Seven Network	Nine Network	Network 10
7	44.4	36.7	18.9
8	43.2	36.9	19.9
9	38.6	39.8	21.6
10	37.7	40.3	22.0
11	36.8	40.6	22.6
12	40.1	38.5	16.1
<b>Survey to date</b>	<b>40.2</b>	<b>38.8</b>	<b>21.1</b>

#### Highlights from the new report include:

- Seven Network: #1 nationally so far in survey year 2022 with a 40.2% commercial audience share.
- Seven Network: #1 nationally in six of the 12 weeks so far in calendar year 2022 in total people.
- Seven Network: #1 nationally in three of the six weeks so far in survey year 2022 in total people.
- Seven Network: #1 nationally in five of the 12 weeks so far in calendar year 2022 in people 25 to 54.
- Seven Network: #1 nationally in two of the six weeks so far in survey year 2022 in people 25 to 54.
- Seven Network: #1 nationally in six of the 12 weeks so far in calendar year 2022 in people 16 to 39.
- Seven Network: #1 nationally in three of the six weeks so far in survey year 2022 in people 16 to 39.



# Media Release

## Seven Network's national growth, survey year 2022:

- Total people Up 2.9%
- 25 to 54s Up 3.0%
- 16 to 39s Up 5.5%
- 7plus Up 40.0%

## Seven Network's national growth, calendar year 2022:

- Total people Up 0.7%
- 25 to 54s Up 0.3%
- 16 to 39s Up 0.6%
- 7plus Up 25.1%

## Seven Network's metro growth, survey year 2022:

- Total people Up 4.0%
- 25 to 54s Up 4.4%
- 16 to 39s Up 6.6%

## Seven Network's metro growth, calendar year 2022:

- Total people Up 1.3%
- 25 to 54s Up 1.2%
- 16 to 39s Up 1.6%

Mr Warburton said: "The acquisition of Prime Media Group changed the game for Seven, creating a total audience proposition across the country and a simpler and easier solution for clients and agencies.

"Our focus on starting the year better has paid dividends, with the combination of the Winter Olympics, **7NEWS**, **Home and Away**, **Dancing With The Stars: All Stars** and **SAS Australia** giving our advertisers growth in audience and cost efficiency across Seven and 7plus. It should be noted that this growth has come against our competitors' biggest shows and bodes well for our continued success in winning the ratings battle.

"With the return of the AFL and a new season of **The Voice** and **Big Brother** set to launch soon, as well as our continued dominance in news, public affairs and drama, Seven is set for another strong year."

## 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 (five city metro) and Regional TAM (combined aggregated markets, Tasmania, WA). Commercial share % based prime time viewing (6pm to midnight) and periods CYTD and SYTD. Regional audience share data based on content. VPM 3.1 total BVOD minutes incl. co-viewing.*



# Media Release

## 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, 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.