

Wednesday, 18 October 2023

Seven: Australia's most watched network No disclaimers, no fine print: Seven wins 2023

For the third year in a row – and 15 of the past 17 years – the Seven Network is the most watched network in Australia, attracting more viewers than any of its rivals.

Every month, Seven reaches more than 17 million people nationally across broadcast and digital ([7plus](#)).

The official 2023 ratings year concludes on 2 December and Seven is in an unbeatable position nationally.

Seven has a 42.2% commercial share nationally in all people so far in the ratings survey year (which started on 12 February). In the capital cities, its share is 40.8% and in regional Australia it is 45.2%. It also leads nationally in 25 to 54s, 16 to 39s and total shoppers.

For the calendar year to date (1 January to 14 October), Seven is #1 nationally in total people and 25 to 54s. Seven has taken the #1 position nationally in 27 weeks of 2023 and has been #1 in the capital cities in 22 weeks.

The top five most-watched programs so far in 2023 were all on Seven, with the **FIFA Women's World Cup 2023™** Semi Final between the Matildas and England at #1 with 7.32 million total TV viewers (broadcast and BVOD).

The Matildas' Semi Final was the most-watched TV program in more than two decades and reached more than 11 million people. It was also the most streamed event ever in Australia, with 957,000 viewers on 7plus.

Almost 18.6 million Australians watched the **FIFA Women's World Cup 2023™** tournament across the screens of Seven, including 14.76 million reached on broadcast and 3.82 million on 7plus.

AFL is Australia's #1 winter sport again this year, with the **AFL Grand Final** reaching 4.98 million and delivering an average total TV audience of 3.75 million.

Seven's **Dancing With The Stars**, **Farmer Wants A Wife**, **SAS Australia** and **My Kitchen Rules** are four of the six fastest-growing 7.30pm shows across all commercial networks this year. Seven also launched the #1 new entertainment series of the year: **The 1% Club**.

The Chase Australia is the #1 game show and **Home and Away** and **RFDS** are the most watched local drama series on commercial TV. **Better Homes and Gardens** is the #1 lifestyle show on commercial TV.

7NEWS is the #1 news bulletin of 2023 nationally and in the capital cities – with its biggest lead nationally since 2019 – and **Sunrise** is the #1 breakfast TV program for the 20th year in a

row. Both have ranked #1 every single week this year. **The Morning Show** dominates morning TV again in 2023, ranking #1 for the past 16 years.

Seven's year in numbers:
(Calendar and survey year to date)

- #1 nationally in all people
- #1 in the capital cities in all people
- #1 in regional Australia in all people
- #1 in audience share growth nationally in all people
- #1 in news and public affairs
- #1 in sport
- #1 at breakfast
- #1 regular local drama
- #1 in multichannels (7mate, 7two, 7Bravo, 7flix)

National free-to-air network commercial shares (%)

Survey year:

Network	All people
Seven Network	42.2
Nine Network	36.6
Network Ten	21.2

National free-to-air network commercial shares (%)

Calendar year:

Network	All people
Seven Network	41.9
Nine Network	36.9
Network Ten	21.3

Capital city free-to-air network commercial shares (%)

Survey year:

Network	All people
Seven Network	40.8
Nine Network	38.3
Network Ten	20.9

Capital city free-to-air network commercial shares (%)

Calendar year:

Network	All people
Seven Network	40.2
Nine Network	38.8
Network Ten	21.0

Regional free-to-air network commercial shares (%)

Survey year:

Network	All people
Seven Network	45.2
Nine Network	33.1
Network Ten	21.7

Regional free-to-air network commercial shares (%)

Calendar year:

Network	All people
Seven Network	45.2
Nine Network	33.0
Network Ten	21.8

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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**, **Big Brother**, **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.

For information on the data source, please contact the Seven Network