



Media Release

Sunday, 28 November 2021

Seven Network back at #1

#1 in 2021 survey year

#1 in demo growth


#1 BVOD in 2021: 7plus



 **No.1 network**
prime time 6pm-midnight

 **No.1 network**
all day 6am-midnight

 **No.1 BVOD**

 **No.1 multichannel**
total people / P25-54 / P16-39

 **No.1**
regular series

Home and Away **No.1 drama**


 **No.1**
winter sport

 **No.1**
sport

 **No.1**
news

 **No.1**
breakfast

THE MORNING SHOW **No.1**
morning

 **No.1 lifestyle**



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The Seven Network has reclaimed the title of Australia's #1 television network and achieved the strongest free-to-air commercial audience share growth of any network this year.

Measured across the 2021 television ratings survey year, the Seven Network has the greatest share of total television viewers in Australia – with or without the inclusion of Seven's record-breaking Olympic Games Tokyo 2020 coverage.

So far across the calendar year – which measures every day of 2021, including the Olympics – Seven is dominant, ranking #1 in total people, 16 to 39s and under 50s.

Seven's free digital on-demand and streaming service [7plus](#) once again ranks #1 across the calendar year to date, recording more total minutes and live minutes streamed than any other Australian commercial free-to-air BVOD service in 2021.

Across the 2021 survey year (excluding Olympic weeks 31 and 32), Seven was:

- #1 in prime time (6pm to midnight) in total people – Seven Network
- #1 in 19 of the 38 survey weeks – Seven Network
- #1 multichannel in total people – 7mate
- #1 multichannel in 25 to 54s and 16 to 39s – 7mate
- #1 multichannel group – 7mate, 7two, 7flix
- #1 all day (6am to midnight) – Seven Network

Across the 2021 calendar year so far, Seven is:

- #1 in prime time in total people, 16 to 39s and under 50s – Seven Network
- #1 in prime time in total people, 16 to 39s – Channel 7
- #1 in 26 of the 48 calendar weeks – Seven Network
- #1 BVOD service – 7plus
- #1 multichannel in total people – 7mate
- #1 multichannel in 25 to 54s and 16 to 39s – 7mate
- #1 multichannel group – 7mate, 7two, 7flix
- #1 all day (6am to midnight) – Seven Network

Seven has the most watched shows in Australia:

- #1 program – **2021 AFL Grand Final**
- #1 sporting event – **Olympic Games Tokyo 2020**
- #1 winter sport – **AFL**
- #1 regular series – **The Voice**
- #1 entertainment show – **The Voice**
- #1 news program – **7NEWS** (#1 for six years in a row)
- #1 breakfast show – **Sunrise** (#1 for 18 years in a row)
- #1 morning show – **The Morning Show** (#1 for 14 years in a row)
- #1 Australian drama – **Home and Away**
- #1 lifestyle show – **Better Homes and Gardens**
- #1 daily quiz show – **The Chase Australia**



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Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: “It’s great to be back at #1. Seven has now won 13 of the past 15 years and our digital offering 7plus is also the #1 BVOD service for the second year in a row.

“I’m extremely proud of the team at Seven. We have momentum, confidence and the shows Australia wants to watch. We are yet to deliver our full programming schedule, as we lost key productions this year due to COVID-19 lockdowns. Despite these setbacks, more people have watched Seven in 2021 than any other network, with or without the Olympics. Bring on 2022. We are just getting started.”

Seven’s Director of Network Programming, Angus Ross, said: “We have had an outstanding year and are thrilled to be back on top. Our continued content-led transformation has delivered record-breaking results, with the Olympic Games Tokyo 2020 and Paralympic Games Tokyo 2020 the biggest digital and broadcast event in Australian history, and **The Voice** the #1 show of 2021.




“Our successful schedule of exciting new and proven content across television and 7plus has captured more viewers and delivered stronger demo share growth than any other network. Next year promises to take Seven to the next level as we bring Australian audiences more must-watch entertainment, news, sport and two of the world’s biggest events: the Winter Olympics and Commonwealth Games.”

Seven West Media Chief Revenue Officer, Kurt Burnette, said: “Our stellar year has delivered exceptional results for our partners in 2021 and next year will be even bigger. By returning to #1, we’ve proved that no other network has the powerful mix of premium sport, entertainment and news content that brings Australia together and connects with viewers through unmissable moments. Our incredible line-up can’t be matched and Seven is here to stay as Australia’s number one network.”

SEVEN: #1 IN 2021 #1 IN DEMO SHARE GROWTH

Total people: commercial audience shares (%)

Survey year, excluding Olympic weeks 31 and 32




	2021	2020	Change
	38.6	37.4	+1.2
	37.8	38.0	-0.2
	23.6	24.6	-1.0



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Total people: commercial audience shares (%)

Calendar year to date

	2021	2020	Change
	39.6	36.9	+2.6
	36.7	38.3	-1.5
	23.7	24.8	-1.1




Under 50s: commercial audience shares (%)

Calendar year to date

	2021	2020	Change
	36.5	33.4	+3.1
	35.6	37.4	-1.9
	27.9	29.2	-1.3

16 to 39s: commercial audience shares (%)

Calendar year to date

	2021	2020	Change
	36.6	33.6	+3.0
	34.1	35.9	-1.9
	29.3	30.5	-1.2



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7PLUS: #1 IN 2021

	#1 commercial free-to-air BVOD platform #1 in live streaming
	Audience up 50.1% on 2020
	45.6% share of commercial free-to-air BVOD market, calendar year to date

BVOD commercial shares
1 January to 27 November 2021

	Commercial shares (%)	Minutes streamed
7plus	45.5	14.84 billion
9Now	40.6	13.24 billion
10play	13.8	4.51 billion

NEWS AND PUBLIC AFFAIRS

Australia's favourite news and public affairs shows are on Seven


	National viewers	Metro viewers	BVOD audience	Total audience
	1,601,000	1,065,000	24,000	1,625,000
	#1 Sunday news program, won 37 weeks in 2021			


	National viewers	Metro viewers	BVOD audience	Total audience
	1,594,000	1,017,000	25,000	1,619,000
	#1 weeknight news program, won 45 weeks in 2021			


	National viewers	Metro viewers	BVOD audience	Total audience
	1,311,000	865,000	18,000	1,329,000
	#1 Saturday news program, won 34 weeks in 2021			



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	National viewers	Metro viewers	BVOD audience	Total audience
	815,000	523,000	40,000	855,000
7NEWS Spotlight: The Phenomenon averaged 1.18 million				


	National viewers	Metro viewers	BVOD audience	Total audience
	449,000	261,000	14,000	463,000
#1 breakfast TV program, won every week it was broadcast in 2021, #1 for 18 years in a row				


	National viewers	Metro viewers	BVOD audience	Total audience
	246,000	148,000	7,000	253,000
#1 morning TV program, won every week it was broadcast in 2021, #1 for 14 years in a row				

ENTERTAINMENT

The entertainment shows Australia loves to watch


	National viewers	Metro viewers	BVOD audience	Total audience
	1,850,000	1,271,000	264,000	2,114,000
#1 regular series of 2021, increased timeslot audience 95% in total people year-on-year				


	National viewers	Metro viewers	BVOD audience	Total audience
	1,253,000	788,000	161,000	1,414,000
#1 in its timeslot in total people and women				


	National viewers	Metro viewers	BVOD audience	Total audience
	1,019,000	701,000	213,000	1,232,000
Increased timeslot audience 66% in total people year-on-year				





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	National viewers	Metro viewers	BVOD audience	Total audience
	1,058,000	711,000	55,000	1,113,000
	Increased timeslot audience 14% in total people year-on-year			

	National viewers	Metro viewers	BVOD audience	Total audience
	938,000	651,000	165,000	1,103,000
	Increased timeslot audience 10% in 25-54s year-on-year. Seven's biggest show on 7plus in 2021			

	National viewers	Metro viewers	BVOD audience	Total audience
	980,000	598,000	131,000	1,111,000
	Australia's #1 local drama program			

	National viewers	Metro viewers	BVOD audience	Total audience
	981,000	639,000	58,000	1,039,000
	Increased timeslot audience 27% in 25 to 54s year-on-year			

	National viewers	Metro viewers	BVOD audience	Total audience
	859,000	529,000	17,000	876,000
	#1 daily quiz show, won 47 weeks in 2021			

	National viewers	Metro viewers	BVOD audience	Total audience
	764,000	466,000	13,000	777,000
	Australia's #1 lifestyle show			





OLYMPIC GAMES TOKYO 2020


- Biggest television and streaming event in Australian history
- Seven's broadcast up 71% on Rio 2016 nationally, up 80% in the capital cities
- Opening Ceremony: 3.7 million total viewers
- Closing Ceremony: 1.9 million total viewers
- 21 million Australians watched Seven's live, free and exclusive coverage across 17 days
- In week 32 of the OzTAM calendar year, Seven Network recorded the biggest prime time commercial share (62.7%) for any network in total people and 25 to 54s (63.3%) since OzTAM ratings started in 2001
- 7plus: Australians watched more than 4.74 billion minutes on 7plus, making it the biggest digital event in Australian history
- 7plus: On 25 July, 7plus delivered the biggest day of streaming in Australian television history with 376 million minutes, shattering the previous record of 86 million (held by a State of Origin rugby league match day this year) and 10 times more than the biggest day recorded for Rio 2016

SPORT

Seven is home to Australia's best and most-watched sports

	National viewers	Metro viewers	BVOD audience	Total audience
	574,000	184,000	n/a	754,000
	#1 winter sport, Grand Final: biggest TV program of 2021 with 4.1 million viewers			

	National viewers	Metro viewers	BVOD audience	Total audience
	399,000	220,000	9,000	628,000
	Seven's Supercars up 25% on 2020 on Network 10			

	National viewers	Metro viewers	BVOD audience	Total audience
	492,000	376,000	14,000	882,000
	#1 sport entertainment program			



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MULTICHANNELS

	<p>#1 multichannel group</p> <p>7mate: #1 multichannel in total people, 25 to 54s and 16 to 39s</p> <p>7two: #1 multichannel in target market of women 18 and older</p>
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TOP 20 PROGRAMS OF 2021

Ranked by total TV audience, including Tokyo Olympics

Rank	Network	Program	TV Total (000s)*	BVOD (000s)	Total (000s)
1	Seven	Seven's AFL: Grand Final: Melbourne v. Western Bulldogs	3,899	197	4,096
2	Seven	Tokyo 2020 Olympic Games: Opening Ceremony	3,488	206	3,694
3	Nine	NRL Grand Final Day Match	3,300	357	3,656
4	Seven	Seven's AFL: Grand Final: Presentations	3,451	94	3,545
5	Seven	Tokyo 2020 Olympic Games: Day 9 Night	2,859	211	3,070
6	Nine	State Of Origin Rugby League Qld v NSW First Match	2,758	284	3,042
7	Nine	State Of Origin Rugby League Qld v NSW Second Match	2,755	276	3,031
8	Seven	Seven's AFL: Grand Final: On The Ground	2,952	77	3,029
9	Nine	NRL Grand Final Day Presentation	2,658	287	2,945
10	Nine	The Block Grand Final Winner Announced	2,687	211	2,898
11	Nine	State Of Origin Rugby League Qld v NSW Third Match	2,569	266	2,835
12	Seven	Tokyo 2020 Olympic Games: Day 12 Night	2,454	168	2,622
13	Seven	Tokyo 2020 Olympic Games: Day 8 Night	2,367	163	2,529
14	Seven	Tokyo 2020 Olympic Games: Opening Ceremony Late	2,308	140	2,448
15	10	Oprah With Meghan & Harry	1,943	427	2,369
16	Nine	Married At First Sight Finale	1,947	407	2,353
17	Nine	The Block Grand Final	2,239	108	2,347
18	Seven	Tokyo 2020 Olympic Games: Countdown To Opening Ceremony	2,248	91	2,340
19	Seven	Tokyo 2020 Olympic Games: Day 2 Night	2,228	110	2,338
20	Seven	Tokyo 2020 Olympic Games: Day 9 Evening	2,179	147	2,326

* Linear and timeshifted numbers



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12	Nine	The Block Grand Final	2,239	108	2,347
13	Seven	The Voice Grand Final Winner Announced	2,112	192	2,304
14	Seven	The Voice Launch	2,033	265	2,298
15	Nine	2021 Wimbledon Women's Final	2,025	101	2,126
16	Seven	The Voice Sunday	1,864	250	2,113
17	Seven	Hey Hey It's 50 Years	2,012	93	2,105
18	Seven	The Voice Tuesday	1,832	252	2,084
19	Nine	The Voice Grand Final	1,989	81	2,070
20	Nine	Married At First Sight The Final Dinner Party	1,651	414	2,065

* Linear and timeshifted numbers

For further information, please contact:

Rob Sharpe
Head of Corporate Communications
M: 0437 928 884
E: rsharpe@seven.com.au



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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.

Source: Metro (OzTAM), RegionalTAM (comb. agg markets). Total audience: linear and BVOD average audience. Linear for survey year: weeks 7 to 48 (excludes summer weeks 1 to 6, Easter weeks 14 and 15 and Olympics weeks 31 and 32), prime time 1800-2400 and overall 0600-2400. BVOD: weeks 7 to 48 (includes Easter and Olympics), 24 hour day. Seven Network: metro commercial shares. Program timeslot growth based on metro, same day/timeslot in 2020. News weeks won (metro) and audience (national) weeks 1-48 2021, weeknights 6pm (excl 6.30pm). Sunrise 0700-0900. Home and Away #1 commercial free to air drama, excl Late and multichannel. The Chase Australia #1 nightly quiz show, excl 5pm. Supercars Race coverage, three rounds: 2020 Ten Network (Feb-Aug: Adelaide, Darwin and Townsville) and 2021 Seven Network (Feb-July: Mount Panorama, Darwin, Townsville). AFL Match audience (excludes Pre, Post etc). The Front Bar: weeks 12 to 43. Tokyo 2020 Olympics reach based on VOZ for Seven linear, 7plus and Olympic pop-up channels for Olympic content, Opening and Closing Ceremony VOZ average audience on program name for Opening Ceremony. Biggest week primetime commercial share based on overnight. Data: consolidated 7 prior week 48, overnight week 48.