



Sunday, 10 April 2022

Seven: #1 in Q1 2022

- **#1 in Q1 nationally**
- **#1 in 25 to 54s growth (up 2.2 share points)**
- **#1 in 16 to 39s growth (up 4.4 share points)**
- **#1 in under 50s growth (up 2.3 share points)**

With its unprecedented national reach, the Seven Network has claimed the title of Australia's #1 television network in the first quarter of 2022 and achieved the strongest audience and commercial share growth nationally of any network this survey year.

At the end of the first quarter of the 2022 television ratings survey year, Seven has the highest share of television viewers nationally with a 40% commercial network share, up 2.5 share points on the first quarter of the 2021 survey year.

Seven is the only network growing nationally in survey year 2022. Seven is leading growth in all the key demos nationally so far in 2022, up 2.2 share points year-on-year in 25 to 54s and up 4.4 points in 16 to 39s. [7plus](#) is up 103% in live viewing across the same period and up 39% in total BVOD.

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: "Seven is the undisputed national leader in total television and we are delighted to have grown our audiences for our advertisers in what, in recent years, has been our toughest quarter.

"Seven dominates all day and all night, with the #1 news brands in the country, including **7NEWS, Sunrise, The Morning Show** and **The Latest**.

"We are #1 in drama with **Home and Away**, #1 in lifestyle with **Better Homes and Gardens** and #1 for sport with the Winter Olympics and the **AFL**. 7plus continues to grow at a staggering rate and has now exceeded 12.5 million verified, registered users with an outstanding addressable data offering for our clients," he said.

"To support these dominant positions, we have an unmatched line-up for the rest of the year and will continue to work hard to give our clients growth and value.

"We are working constructively with the industry to report total television audience with daily VOZ data, which we hope will be in market soon," Mr Warburton said.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "Our promise to partners was to provide a fast start to 2022 and we have delivered. Seven is the only network to grow share in key demos, including 25 to 54s and 16 to 39s. We are delivering better value, integration and audience uplift nationally across total TV, with more ad innovation and first party data for addressability than ever before.

"But the best is yet to come, including more magic moments of the electrifying AFL season, a new season of **The Voice** launching on Easter Monday, **Big Brother** and in July and August, the spectacular and most diverse single event competition on the planet, the 2022 Commonwealth Games, which will guarantee an audience surge as Australians welcome back their Tokyo Olympic heroes to the national screens of Seven and 7plus.



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“We have delivered what we said and we will do it again. As the leading national total video company, the momentum, the certainty and the smart money is with Seven,” Mr Burnette said.

2022 SURVEY YEAR TO DATE:

National commercial audience shares (%)

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	36.9%	40.4%	22.7%
12	39.9%	38.4%	21.8%
13	39.9%	38.4%	21.7%
14	41.1%	37.9%	21.1%
15	38.1%	39.8%	22.1%
Survey to date	40.0%	38.7%	21.3%

Seven Network: Biggest start to a survey year since 2019. The only network growing in survey year 2022.

Seven Network: #1 nationally so far in survey year 2022 with a 40.0% commercial audience share.

Seven Network: #1 in 2022 survey year network audience share growth nationally. Up 2.5 share points year-on-year in total people, up 2.2 points in 25 to 54s, up 4.4 points in 16 to 39s.

Seven Network: #1 in 2022 survey year network audience share growth in the capital cities. Up 3.2 share points year-on-year in total people, up 3.4 points in 25 to 54s, up 5.2 points in 16 to 39s.

Seven Network: #1 in 2022 survey year network audience growth in the capital cities. Up 2.5% year-on-year in total people.

Channel 7: #1 in 2022 survey year primary channel share growth in the capital cities. Up 3.2 share points year-on-year in total people, up 3.74 points in 25 to 54s, up 5.3 points in 16 to 39s.

Channel 7: #1 in 2022 survey year primary channel audience growth in the capital cities. Up 6.4% year-on-year in total people, up 7.6% in 25 to 54s, up 7.3% in 16 to 39s.

Seven Network: #1 nationally in eight of the 15 weeks so far in calendar year 2022 in total people.

Seven Network: #1 nationally in five of the nine weeks so far in survey year 2022 in total people.

7plus: Up 39% in BVOD.



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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: OzTAM five-city metro and Regional TAM combined aggregate + Tas + WA markets | linear TV audience, and OzTAM VPM BVOD national audience including co-viewing (survey YTD vs same dates last year, Overnight is live and as live | National Share is broadcast metro 5 city and regional (content of networks Seven, Nine and TEN/Sky Regional combined) | Aud Growth based on metro Overnight P | Commercial shares are 6pm to Midnight, and BVOD national audience from 2am to 12pm. Program based on primary description | SYTD L7D v Consolidated 7day | OzTAM, Metro. Data: Overnight Preliminary. Copyright: OzTAM