



Sunday, 15 September 2024

## Seven's big week, AFL #1 program, 7plus #1

- Seven #1 nationally in total TV
- National total TV audience share: 43.2%
- #1 in broadcast TV nationally and in the capital cities
- #1 news, #1 sport, #1 game show, #1 drama
- #1 program of the week: AFL Friday Night Football Finals, national reach 2.62 million
- #1 news program: 7NEWS Monday, national reach 2.26 million
- Top entertainment show: The Voice Sunday, national reach 2.22 million
- 7plus: #1 in BVOD, minutes viewed soar 40% year-on-year

### WEEK 37, 2024 HIGHLIGHTS:

Seven Network reaches 12.09 million Australians nationally.

Seven Network: #1 nationally in total TV in all people with a 43.2% share.

Seven Network: #1 nationally in total TV in 25 to 54s with a 38.6% share.

Seven Network: #1 nationally in total TV in 16 to 39s with a 38.9% share.

Seven Network: #1 nationally in total TV in grocery shoppers with a 43.4% share.

Seven Network: #1 nationally and in the capital cities in broadcast TV share.

[7plus](#): 454.8 million minutes viewed, up 40% on the same week in 2023.

7plus: #1 in BVOD. 42.6% commercial BVOD share, up from 40.1% in the same week in 2023.

Seven Network: #1 program of the week: **AFL Friday Night Football Finals**. National reach 2.62 million, national audience 1.07 million.

Seven Network: #1 news (**7NEWS**), #1 game show (**The Chase Australia**), #1 local drama (**Home and Away**) all week.

Seven Network: #1 sport (**AFL**) and #1 lifestyle program (**Better Homes and Gardens**) of



the week.

Seven Network: **Sunrise** and **Weekend Sunrise** dominate breakfast TV, #1 every single day of the week.

## NATIONAL TOTAL TV COMMERCIAL SHARES (%):

Week 36	All people	25 to 54s	Grocery shoppers
<b>Seven Network</b>	<b>43.2</b>	<b>38.6</b>	<b>43.4</b>
Nine Network	35.9	37.0	35.8
Network Ten	20.9	24.4	20.8

## SEVEN'S TOP 30:

1. **AFL Friday Night Football Finals:** #1 program in all people, 25 to 54s and 16 to 39s. National reach 2.62 million, national audience 1.07 million.
2. **AFL Friday Saturday Football Finals:** #1 program in all people, 25 to 54s and 16 to 39s. National reach 2.6 million, national audience 912,000.
3. **7NEWS Monday:** #1 program. National reach 2.26 million, national audience 1.37 million.
4. **The Voice Sunday:** National reach 2.22 million, national audience 1.05 million, up on last week.
5. **7NEWS Tuesday:** #1 program. National reach 2.15 million, national audience 1.35 million.
6. **7NEWS Wednesday:** #1 program. National reach 2.12 million, national audience 1.33 million.
7. **7NEWS Sunday:** #1 news program in total TV. National reach 2.09 million, national audience 1.05 million.
8. **7NEWS Thursday:** #1 program. National reach 2.02 million, national audience 1.26 million.
9. **7NEWS Friday:** #1 news program. National reach 1.84 million, national audience 1.11 million.
10. **7NEWS Saturday:** #1 news program in total TV. National reach 1.76 million, national audience 1.07 million.
11. **My Kitchen Rules Wednesday:** National reach 1.71 million, national audience 879,000. Up 24% on Tuesday night. Up 10% on same episode in 2023. Up 52% on 7plus year-on-year.
12. **My Kitchen Rules Launch Monday:** National reach 1.65 million, national audience 757,000. Up 32% on 7plus versus 2023 launch.
13. **7NEWS Spotlight:** National reach 1.54 million, national audience 788,000, up 30% on last week.
14. **My Kitchen Rules Tuesday:** National reach 1.49 million, national audience



- 705,000. Up 36% on 7plus year-on-year.
15. **Home and Away** Thursday: #1 entertainment show. National reach 1.39 million, national audience 743,000.
  16. **Home and Away** Monday: #1 drama. National reach 1.34 million, national audience 872,000.
  17. **The Chase Australia** Wednesday: #1 game show. National reach 1.33 million, national audience 634,000.
  18. **AFL Friday Saturday Football Finals – Pre-Match**: National reach 1.33 million, national audience 356,000.
  19. **The Chase Australia** Monday: #1 game show. National reach 1.32 million, national audience 634,000.
  20. **Home and Away** Wednesday: #1 drama. National reach 1.31 million, national audience 862,000.
  21. **Home and Away** Tuesday: #1 drama. National reach 1.31 million, national audience 859,000.
  22. **The Chase Australia** Tuesday: #1 game show. National reach 1.29 million, national audience 617,000.
  23. **The Chase Australia** Thursday: #1 game show. National reach 1.25 million, national audience 599,000.
  24. **Abused By Mum: The Ruby Franke Scandal**: National reach 1.15 million, national audience 450,000.
  25. **The Chase Australia** Friday: National reach 1.13 million, national audience 529,000.
  26. **Sunrise** Monday: #1 breakfast program. National reach 1.07 million, national audience 433,000. 74% more viewers than *Today*.
  27. **The Front Bar**: National reach 1.03 million, national audience 471,000.
  28. **Weekend Sunrise** Sunday: #1 breakfast show. National reach 993,000, national audience 380,000. 46% more viewers than *Today*.
  29. **Sunrise** Tuesday: #1 breakfast program. National reach 950,000, national audience 378,000. 22% more viewers than *Today*.
  30. **Sunrise** Wednesday: #1 breakfast program. National reach 936,000, national audience 379,000. 14% more viewers than *Today*.

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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

# Media Release

That's massive.



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*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#). 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.

Source: OzTAM VOZ national total TV, overnight program reach (broadcast TV 1 min/BVOD 15 sec), national average audience. Share based on "when watched" 1800-2400. #1 programs based on reach on day of broadcast, unless otherwise noted.