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Seven delivers big digital audiences New IPSOS iris data reveals Seven's massive reach

Seven West Media has surged ahead of its competition to rank highly in the new IPSOS iris industry digital audience measurement currency launched today.

According to the independent data, Seven West Media's combined digital assets, including [7NEWS.com.au](https://www.7news.com.au), [thewest.com.au](https://www.thewest.com.au), [Perthnow.com.au](https://www.perthnow.com.au) and more, reach 12.1 million people a month – making Seven one of the biggest digital publishers in Australia.

7NEWS.com.au alone reached 11.1 million people in January, making it the second most visited news site among Australian users. It also recorded 109 million page views for the month across all states and territories.

West Australian Newspapers (WAN) reached 3.64 million people nationally and recorded 55 million page views. In its home state alone, the WAN brand reached 46 million page views – more than double the second-ranked news website in WA.

Seven Network's Head of Digital News, Brett McKeehan, said: "We are delighted to see 7NEWS.com.au rank as the #2 news site in the country.

"Australian audiences are clearly responding to how 7NEWS.com.au covers breaking local and national news, consumer affairs, lifestyle, sports and the ongoing cost of living crisis.

"We have such a talented, energetic and creative editorial team, and these audience figures are a wonderful recognition for their hard work. Last year was our biggest ever year by a considerable margin and we are committed to evolving and growing 7NEWS.com.au even further in 2023," he said.

West Australian Newspapers Editor in Chief, Anthony De Ceglie, said: "The new Ipsos iris data allows us, for the first time, to see a breakdown of page views and audience data on a state-by-state basis.

"The data clearly demonstrates the dominance of *The West* and our WA news brands in Western Australia and we will continue to put more resources into the things our audiences love to drive further growth in 2023."

Ipsos iris is Australia's new industry digital audience measurement currency that is endorsed by IAB's Australia's Board and Measurement Council and provides accurate data about the 21 million Australians aged 14 and older who access a wide variety of digital content and services across smartphone, PC/laptop and tablet devices.

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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 and 7Bravo; 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 public affairs programs **7NEWS**, **7NEWS Spotlight**, **Sunrise** and **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **Million Dollar Island**, **Blow Up** and the **TV WEEK Logie Awards**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and Supercars.