

Monday, 3 April 2023

Seven grows from strength to strength

The Seven Network has ended the first quarter of 2023 as the fastest-growing national television network.

Seven is the only network to increase its national total people share so far this year, closing the first quarter with a 39.3% commercial audience share.

Across the 13 weeks of the first quarter, Seven increased its national audience share in total people in eight weeks and its share in people 25 to 54 in nine weeks.

Seven's strong start to the year has been underpinned by Australia's most-watched news program, **7NEWS**; the #1 winter sport, the **AFL**; the #1 breakfast program, **Sunrise**; the #1 local drama series, **Home and Away**; and the #1 game show, **The Chase Australia**.

The network's audience share growth has also been fuelled by **Better Homes and Gardens**, **Australian Idol**, **We Interrupt This Broadcast**, Highway Patrol and more.

Seven's 7two, 7mate, 7Bravo and 7flix continue to dominate as the #1 suite of multichannels, with newcomer 7Bravo capturing a healthy share in its target market of young women since it arrived on 15 January.

[7plus](#) record impressive growth during the March quarter, with total minutes up 18.9% year-on-year (excluding the Beijing Winter Olympics).

Live viewing on 7plus soared 29.7% thanks to key programs such as **Home and Away** and **Australian Idol**, plus the launch of 7Bravo. VOD viewing rose 16.5%, pumped up by Seven's core content and new content from NBCUniversal (including 7Bravo content).

Seven's next hit, the new season of **Farmer Wants A Wife**, debuts on Easter Monday, 10 April. The extraordinary new drama event, **The Claremont Murders**, starts on the same night. Waiting in the wings are the brand-new family entertainment shows **Blow Up** and **The 1% Club**.

The content line-up for the rest of 2023 includes **The Voice** with new coach, global superstar Jason Derulo, **Million Dollar Island**, **Dancing With The Stars**, **SAS Australia**, **RFDS**, **Ultimate Escape**, **Big Brother**, **My Kitchen Rules**, the **TV WEEK Logie Awards**, more **AFL**, more **Supercars**, more **horse racing**, the **ICC World Test Championship Final** in June and the **FIFA Women's World Cup Australia & New Zealand 2023™** in July and August.

Seven Chief Content Officer, Entertainment Programming, Angus Ross, said: "Our share growth in the first three months of 2023 reflects the popularity of our news, sport and entertainment content across Seven and 7plus and how it is connecting with all Australians.

"Our content 'spine' of **Sunrise**, **The Chase Australia**, **7NEWS**, **Home and Away** and **Better Homes and Gardens** continues to dominate viewing day in, day out. **Australian Idol** helped lift our total TV audience share year-on-year and gave us a more competitive start to the ratings year, which was always the objective, while the **AFL** has once again proven it is the #1 sport on TV.

“Our line-up across the rest of 2023 is very strong and will ensure Seven is Australia’s most-watched national total TV business,” he said.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: “Each year our objective is to build for growth and to connect brands with an engaged audience across the screens of Seven. Growing our audience share in what has been a highly competitive quarter has helped lay the platform to keep building for audience growth in 2023.

“The integration of brands into **Australian Idol** delivered phenomenal returns for brands and the **AFL** has returned as the #1 winter sporting code for brands to be a part of. We are now moving into the rest of the year with some of the very best brand-new integratable content and innovation, from the best show makers and creators in the world.”

For further information, please contact:

Neil Shoebridge
M: 0417 511 012
E: nshoebridge@seven.com.au

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 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**, **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 Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.

Source: OzTAM five-city metro and Regional TAM combined aggregate + Tas + WA markets.