



Sunday, 6 February 2022

Seven hits summer high Summer schedule boots Seven and Channel 7 audiences

After reclaiming the title of Australia's most-watched network in 2021, the Seven Network maintained its strong ratings momentum across summer to record audience growth year-on-year.

Seven's supersized summer schedule of the Ashes Test series, BBL, WBBL, 7NEWS, Sunrise and The Voice Generations saw Channel 7 increase its average all day audience by 5.9% year-on-year and 4.3% in 25 to 54s.

Seven Network also increased its average all day audience by 4.2% year-on-year and 3.7% in 25 to 54s.

Across daytime, Seven Network grew its summer audience 8.4% in total people and 8.3% in 25 to 54s.

Seven Network scored a 40.4% commercial audience share in total people across the whole day (2am-2am), 38.2% in 25 to 54s and 37.9% in under 50s during summer. Channel 7 also grew its prime time summer commercial share year-on-year, to 27.1%.

Seven's coverage of the Australia-England Ashes Test series was a hit, reaching 11.72 million people and average of 1.02 million viewers nationally, up 2% on the Ashes series on home soil in 2017-18. The 2021-22 Ashes series was also up 17% year-on-year versus last summer's Australia-India test series.

7NEWS at 6.00pm had an average audience of 1.39 million across the summer, making it #1 in its timeslot in total people and 25 to 54s. Sunrise's national audience of 418,000 placed it well ahead of the competition to win another summer.

Seven's Director of Network Programming, Angus Ross, said: "Seven has momentum and our unmissable summer schedule of sport, news and entertainment gave us solid year-on-year growth.

"The rest of this year is set to be even bigger on Seven. No other network can match Seven's line-up of powerhouse content this year, with February alone home to new seasons of SAS Australia and Dancing With The Stars: All Stars, plus the highly-anticipated Olympic Winter Games Beijing 2022 has just kicked off and has already reached 6.83 million viewers.

"That is just the start. The year is crammed with must-see shows on Seven including The Voice, Farmer Wants A Wife with Samantha Armytage, the XXII Commonwealth Games, Big Brother, AGT, Claremont, Police Strike Force, Code 1: Minute by Minute,



Media Release

Supercars, AFL, horse racing and the return of Australia's favourite cooking show, *My Kitchen Rules*," he said.

The highlights of summer 2021-22 included:

- Seven Network: #1 in all day in total people
- Seven Network: #1 in six of the 10 summer weeks
- 7mate: #1 multichannel in prime time
- 7mate, 7two, 7flix: #1 multichannel group in prime time
- #1 news program: 7NEWS
- #1 breakfast show: Sunrise

For further information, please contact:

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

Source: OzTAM (5 City Metro) & Regional TAM (Combined Agg Markets) | Summer Periods (Weeks 49-06) & Winter Olympics (02/02/2022 - 05/02/2022) | Dayparts (All Day: 0200-0200), (Prime Time: 1800-2230) & (Day Time: 0600-1800) | Average Audience, Commercial Share %, Cume Reach (1 Minute) | Total People, P25-54 & Under 50's (People 0-49) | Overnight Data

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.