



Sunday, 1 December 2024

Seven in 2024: connecting Australia

In 2024 the Seven Network drove connections with more Australians than any other network, taking the crown as the most-watched network for the fourth straight year and growing high-value audiences across all screens, with [7plus](#) leading the charge.

- Highest-ever audience share in a non-Olympics year**
- 7plus jumps 29% year-on-year**
- The biggest program of 2024: AFL Grand Final**
- The most-watched evening news: 7NEWS**
- The most-watched network nationally**
- The most-watched network in 25 weeks of the survey year**

Every month, Seven's broadcast and digital network reaches 17 million people nationally with the best news, sport and entertainment content in Australia, including the AFL, cricket, **7NEWS**, **Sunrise**, **Farmer Wants A Wife**, **The Voice**, **My Kitchen Rules** and much, much more.

Across the 2024 ratings survey year, which ran from 11 February to 30 November (excluding the Easter period and the Paris Olympics), Seven scored its highest-ever audience share in a non-Olympics year and was on top nationally in 25 of the 40 survey weeks. This year, Seven's average total TV audience at night (6pm to midnight) was 961,000 viewers.

This year was a big one for 7plus, Australia's fastest growing free streaming platform. Its audience jumped 29%.

Fuelled by an ever-growing library of exclusive content plus Seven's hit shows – **Home and Away**, for example, is the most streamed drama program in Australia – 7plus led the field in VOD with a 43% share. Its BVOD share across the survey year was 39.6%, up from 38% in the same period in 2023.

Seven's **AFL Grand Final** was the most-watched program of 2024, with a total TV audience of 4.06 million and a national reach of 6.24 million.

Seven was the home of the most-watched evening news (**7NEWS**), breakfast program (**Sunrise**, Australia's favourite breakfast show for 21 years), morning show (**The Morning Show**, on top in the mornings for 17 years), local drama (**Home and Away**) and lifestyle show (**Better Homes and Gardens**).

Six of the top 10 entertainment series at 7.30pm were on Seven, while five of Seven's key entertainment shows increased their audiences this year: **My Kitchen Rules**, **Australian Idol**, **Farmer Wants A Wife**, **The Front Bar** and the **TV WEEK Logie Awards**.

Seven also had the most-watched multichannel in 7mate and the leading multichannel group (7mate, 7two, 7flix and 7Bravo).

Seven West Media Managing Director and Chief Executive Officer, Jeff Howard, said: "For the fourth year in a row, Seven was the most-watched broadcast and digital network in Australia. That success reflects our passionate focus on creating great content that connects with Australians and delivers results for our commercial partners.

"Seven has an incredible line up of the most-watched shows in Australia, from the **AFL Grand Final**, **7NEWS** and **Sunrise** to **Farmer Wants A Wife**, **Home and Away** and **The Voice**. Many of our shows increased their audiences this year. 7plus was a star performer in 2024 and it will power ahead in 2025 thanks to the addition of cricket and AFL – both available on a free streamer for the first time – and more exclusive, first-run entertainment content through our 7plus First strategy.

"Millions of Australians connect with one of our broadcast, digital or publishing platforms every day, every week, every month. To make that happen, every year we create, collate and curate thousands of hours of local content. This year, the number of people we connected with grew on both broadcast and digital thanks to content such as the **AFL Grand Final**, **Farmer Wants A Wife**, **My Kitchen Rules** and more, and our content line up for 2025 will ensure that growth continues," he said.

"During 2024, Seven led the industry with AI company Databricks to accurately predict audiences. We have stepped up the personalisation, targeting and UX on 7plus. And we opened Phoenix, the world's most advanced total TV trading system, for bookings ahead of its go-live date of 2 March next year.

"Through expanded content, enhanced data capabilities, and a focus on responsible AI integration, we are building deep and meaningful connections with Australians that drive growth for both Seven West Media and our valued clients," Mr Howard said.

Seven Group Managing Director, Television, Angus Ross, said: "The combination of the best news, sport and entertainment content across the screens of Seven was a hit with Australians this year, making us the most-watched network again in 2024 and for 16 of the past 18 years.

“Achieving audience growth across many of our key entertainment and sport programs was a great result and testament to the connection we have built with viewers. We consistently deliver audiences year-round.

“The biggest shows and most reliable formats in the world are on Seven and 7plus including **Home and Away, Australian Idol, Farmer Wants A Wife, Dancing With The Stars, The Voice, My Kitchen Rules** and **The 1% Club**. Next year, we will launch two brand-new local tentpole formats – **Stranded On Honeymoon Island** and **Once In A Lifetime** – plus a lot more great content across Seven and 7plus,” he said.

“The line up on 7plus will include highly anticipated new series in our 7plus First strategy including **Suits: LA, Grosse Pointe Garden Society, The Americas, St. Denis Medical** and **Doc.**”

Seven National Television Sales Director, Katie Finney, said: “In 2024, our leadership position provided an ideal platform for brands to connect with audiences at scale on the largest screen in the house. As Australia’s most-watched TV network, we delivered more potential customers for brands to engage with delivering business results for our partners.

“In 2025, this momentum will only grow, bolstered by our strong content line up, including the streaming of cricket and AFL for the first time, and our advancements in data and technology. There has never been a better time for brands to connect with Australians on Seven.”

2024 SURVEY YEAR

National total TV commercial shares (%): **6.00pm to midnight**

Network	All people	25 to 54s	Grocery shoppers
Seven Network	41.2	36.3	41.6
Nine Network	38.4	39.9	38.1
Network Ten	20.4	23.9	20.3

National total TV commercial shares (%): **6.00am to midnight**

Network	All people	25 to 54s	Grocery shoppers
Seven Network	42.0	39.1	42.4
Nine Network	39.3	39.9	39.2
Network Ten	18.7	21.0	18.4

THE SHOWS



SPORT

AFL Grand Final. #1 program of 2024. Total TV audience 4.06 million, including 655,000 on 7plus Sport. Reached 6.24 million. Most watched AFL Grand Final since 2021. Up 44% on 7plus Sport on the 2023 Grand Final and the biggest ever audience for an AFL match on a streaming service.

AFL Grand Final Presentations. Total TV audience 3.22 million. Reached 4.8 million.

AFL Grand Final On The Ground. Total TV audience 2.99 million. Reached 3.79 million.

AFL Grand Final Pre-Match Entertainment. Total TV audience 1.39 million. Reached 3.68 million.

The 2024 Charles Brownlow Medal. Total TV audience 1.27 million. Reached 2.9 million. Up 4% on 2023 Brownlow. Up 62% on 7plus Sport versus 2023 Brownlow. Biggest broadcast audience since 2015.

Supercars Championship Repco Bathurst 1000 Post Race. Total TV audience 1.23 million. Reached 1.6 million.

Supercars Championship Repco Bathurst 1000 Race. Total TV audience 1.19 million. Reached 3.4 million. Up 3% on the 2023 race. 7plus Sport audience up 26% on the 2023 race.

AFL: Sydney Swans v Port Adelaide Final. Total TV audience 1.2 million. Reached 3 million.

AFL: Port Adelaide v Hawthorn Final. Total TV audience 1.08 million. Reached 2.62 million.

AFL: Saturday Night Football Finals. Total TV audience 1.08 million. Reached 5.02 million.

AFL: Friday Night Football Finals. Total TV audience 1.04 million. Reached 5.33 million.

AFL: Anzac Day Football. Total TV audience 922,300. Reached 2.03 million.

Super Bowl LVIII. Total TV audience 813,000. Reached 2.64 million. Up 67% on 2023 Super Bowl.

Australia v India First Test. Total TV audience 668,000. Reached 6.4 million.



ENTERTAINMENT

TV WEEK Logie Awards. Total TV audience 1.44 million. Reached 3.5 million. Up 2% on 2023 Logies. Up 29% on 7plus versus 2023 season. Biggest Logies audience since 2016.

Farmer Wants A Wife Reunion. Total TV audience 1.4 million. Reached 2.1 million. Up 5% on 2023 Reunion. Up 52% on 7plus versus 2023 Reunion.

My Kitchen Rules Grand Final. Total TV audience 1.31 million. Reached 2.03 million. Up 9% on 2023 Grand Final. Up 87% on 7plus versus 2023 Grand Final.

Farmer Wants A Wife series. Total TV audience 1.28 million. Reached 9.03 million. Up 1% on 2023 season. Up 13% on 7plus versus 2023 season.

Farmer Wants A Wife Finale. Total TV audience 1.27 million. Reached 2.07 million. Up 16% on 7plus versus 2023 Finale.

The Voice Grand Finale. Total TV audience 1.21 million. Reached 2.5 million. Up 20% on 7plus versus 2023 Grand Finale.

The Voice series. Total TV audience 1.19 million. Reached 10.6 million.

TV WEEK Logie Awards Red Carpet. Total TV audience 1.19 million. Reached 2.13 million.

Mr Bates Vs The Post Office. Total TV audience 1.19 million. Reached 3.3 million.

My Kitchen Rules series. Total TV audience 1.16 million. Reached 9.8 million. Up 4% on 2023 season. Up 49% on 7plus versus 2023 season.

Australian Idol Grand Finale. Total TV audience 1.04 million. Reached 2 million. Up 1% on 2023 Grand Finale. Up 33% on 7plus versus 2023 Grand Finale.

Dancing With The Stars Grand Finale. Total TV audience 1.03 million. Reached 2.1 million.

Dancing With The Stars series. Total TV audience 1 million. Reached 7.1 million. Up 19% on 7plus versus 2023 season.

John Farnham: Finding The Voice (R). Total TV audience 963,800. Reached 2.4 million.

The 1% Club. Total TV audience 962,000. Reached 5.4 million.

Australian Idol series. Total TV audience 954,000. Reached 10.8 million. Up 5% on 2023. Up 13% on 7plus versus 2023 series.

Home and Away. #1 local drama series of 2024. Total TV audience 947,800. Reached 5.9 million a month. Up 21% on 7plus versus 2023 series.

The 1% Club UK. Total TV audience 913,300. Reached 9.7 million.

Dream Home. Total TV audience 841,000. Reached 8.3 million.

The Chase Australia. Total TV audience 754,000. Reached 5.8million a month. Up 21% on 7plus versus 2023 series.

The Front Bar. Total TV audience 587,000. Reached 10 million. Up 14% on 2023 series. Up 50% on 7plus versus 2023 series.

Better Homes and Gardens. Total TV audience 583,000. Reached 3.4 million a month. Up 37% on 7plus versus 2023 series.



NEWS AND CURRENT AFFAIRS

7NEWS Monday to Friday. #1 nationally. Total TV audience 1.29 million. Reached 7.9 million a month.

7NEWS Sunday. #1 nationally. Total TV audience 1.29 million. Reached 4.9 million a month.

7NEWS Saturday. #1 nationally. Total TV audience 1.03 million. Reached 4.3 million a month.

7NEWS Spotlight. Total TV audience 590,000. Reached 3 million a month.

Sunrise. #1 at breakfast for 21 years in a row. Total TV audience of 391,000. Reached 4.03 million a month.

The Morning Show. #1 in the mornings for 17 years in a row. Total TV audience 240,000. Reached 3.1 million a month.

SEVEN'S TOP 30 SHOWS OF 2024

Rank	Program	Total TV audience
1	Seven's AFL: Grand Final: Sydney v Brisbane	4,059,400
2	Seven's AFL: Grand Final: Presentations	3,224,000
3	Seven's AFL: Grand Final: On The Ground	2,991,500
4	The 64th TV WEEK Logie Awards	1,435,500
5	Farmer Wants A Wife Reunion	1,403,800
6	Seven's AFL: Grand Final: Pre-Match Entertainment	1,396,600
7	My Kitchen Rules Grand Final	1,313,000
8	7NEWS Monday to Friday	1,288,300
9	7NEWS Sunday	1,286,300
10	Farmer Wants A Wife	1,277,700
11	2024 AFL Brownlow Medal	1,273,500
12	Farmer Wants A Wife Finale	1,267,000
13	Supercars Championship: Bathurst 1000 Race Post Race	1,232,800
14	The Voice Grand Finale	1,214,600
15	The Voice	1,194,000
16	Supercars Championship: Bathurst 1000 Race	1,190,400
17	The 64th TV WEEK Logie Awards Red Carpet	1,189,500
18	Mr Bates v The Post Office	1,185,100
19	My Kitchen Rules	1,155,800
20	Seven's AFL: Friday Night Football Finals	1,084,200
21	Seven's AFL: Saturday Night Football Finals	1,044,600
22	Australian Idol Grand Finale	1,041,000
23	7NEWS Saturday	1,032,200
24	Dancing With The Stars Grand Finale	1,027,300
25	Dancing With The Stars	1,001,400
26	John Farnham: Finding The Voice (R)	963,800
27	The 1% Club	962,000
28	Australian Idol	954,000
29	Home and Away	947,800
30	Seven's AFL: Anzac Day Football	922,300

THE TOP 50 SHOWS OF 2024*

Rank	Network	Program	Total TV audience
1	Seven	Seven's AFL: Grand Final: Sydney v Brisbane	4,059,400
2	Nine	State Of Origin Rugby League NSW v Queensland #3	3,611,600
3	Nine	State Of Origin Rugby League NSW v Queensland #1	3,399,000
4	Nine	NRL Grand Final Day Match	3,381,900
5	Seven	Seven's AFL: Grand Final: Presentations	3,224,000
6	Nine	State Of Origin Rugby League NSW v Queensland #2	3,216,400
7	Seven	Seven's AFL: Grand Final: On The Ground	2,991,100

8	Nine	Married At First Sight Finale	2,382,700
9	Nine	The Block Grand Final	2,320,100
10	Nine	Married At First Sight The Final Dinner Party	2,272,100
11	Nine	The Block Winner Announced	2,244,500
12	Nine	Married At First Sight	2,207,300
13	Nine	Melbourne Cup Race	1,913,500
14	Nine	State Of Origin Rugby League NSW v Queensland #1 Pre Match	1,861,100
15	Nine	State Of Origin Rugby League NSW v Queensland #3 Pre Match	1,795,400
16	Nine	NRL Grand Final Day Entertainment	1,741,200
17	Nine	State Of Origin Rugby League NSW v Queensland #2 Pre Match	1,725,300
18	Nine	Melbourne Cup Presentation	1,589,400
20	Nine	The Block	1,431,300
19	Nine	Travel Guides	1,451,200
21	Seven	The 64th TV WEEK Logie Awards	1,430,500
22	Nine	NRL Grand Final Day Post Match	1,421,200
23	Seven	Farmer Wants A Wife Reunion	1,403,800
24	Seven	Seven's AFL: Grand Final: Pre-Match Entertainment	1,396,600
25	Nine	Melbourne Cup Mounting Yard	1,347,800
26	Seven	My Kitchen Rules Grand Final	1,313,000
27	Seven	7NEWS Monday to Friday	1,288,300
28	Seven	7NEWS Sunday	1,286,300
29	Seven	Farmer Wants A Wife	1,277,700
30	Seven	2024 AFL Brownlow Medal	1,273,500
31	Seven	Farmer Wants A Wife Finale	1,267,600
32	Seven	Nine News Sunday	1,249,500
33	Seven	Supercars Championship: Bathurst 1000 Post Race	1,232,800
34	Seven	The Voice Grand Finale	1,214,800
35	Seven	The Voice	1,194,000
36	Seven	Supercars Championship: Bathurst 1000 Race	1,190,000
37	Seven	The 64th TV WEEK Logie Awards Red Carpet	1,189,500
38	Nine	State Of Origin Rugby League NSW v Queensland #3 Post Match	1,185,700
39	Seven	Mr Bates v The Post Office	1,185,100
40	Nine	NRL Finals Series	1,172,100
41	Nine	Nine News Monday to Friday	1,165,700
42	Seven	My Kitchen Rules	1,155,800
43	Nine	State Of Origin Rugby League NSW v Queensland #1 Post Match	1,155,500
44	Ten	MasterChef Australia Grand Finale	1,129,200
45	Nine	Women's State Of Origin #3	1,101,100
46	Seven	Seven's AFL: Friday Night Football Finals	1,083,900
47	Nine	Women's State Of Origin #2	1,082,900
48	Nine	Lego Masters	1,070,300
49	Seven	Seven's AFL: Saturday Night Football Finals	1,043,200
50	Seven	7NEWS Saturday	1,032,200

* Commercial networks only

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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 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: VOZ, Shares and platform audiences "when watched" survey year to date and year-on-year (excl Easter and excluding Summer Olympics 27.7 – 11.8), 18-2400, Total TV National. Con28 Audiences Ranks program and series averages (exclude finales in ranker and series highlights).