

Sunday, 29 June 2025

Seven is Australia's #1

- **Most watched total TV network nationally**
- **Reaching 17.2 million Australians every month**
- **#1 in 15 of 26 weeks**
- **#1 for news, sport, drama, breakfast**
- **7plus fastest growing BVOD, up 45% year-on-year**



The Seven Network has taken the crown as Australia's most watched television and streaming network in the first half of 2025, capturing more viewers across its broadcast channels and [7plus](#) than any other network.

Seven scored a total TV commercial share of 41.4% in all people (6.00am to midnight) during the first six months, compared to Nine Network's 40.5% share and Network Ten's 18.1%.

Seven was the most watched network in 15 of the 26 weeks in the first half and increased its 6.00am to midnight audience in all people, 25 to 54s, 16 to 39s and grocery shoppers. Every month, Seven reaches 17.2 million Australians nationally.

Standout performers for Seven over the past six months included **7NEWS**, **Sunrise**, **AFL**, **Test** and **BBL** cricket, **The 1% Club**, **Australian Idol**, **Farmer Wants A Wife**, **Super Bowl**

LIX, Ludwig, The Morning Show, The Front Bar and Dancing With The Stars.

The **AFL** and **cricket**, adding more FAST channels and the launch of the 7plus First strategy – plus the hits of Seven – saw minutes consumed on Seven’s 7plus digital platform jump 45.3% during the first half of 2025. The increase included a 77% jump in live minutes streamed, highlighting the immediate impact and future potential of sports streaming rights.

7plus was the fastest-growing BVOD platform in the first half of 2025 and its share of the commercial BVOD market rose from 35.9% to 38.7%. The number of daily active users increased by more than 37% year-on-year.

Australian Idol’s national total TV audience this year was 1.1 million, up 15% on 2024. On 7plus, its audience soared 32% to 165,000. Every episode this year delivered year-on-year audience growth.

Home and Away increased its audience 10% in the first half of 2025, with a national total TV audience of 989,500 and a national monthly reach of 5.7 million. **The 1% Club** continued to win new fans, increasing its total TV audience 11% year-on-year and reaching 6.6 million.

Seven’s market-leading news and current affairs programs built their audiences in the first half, with **7NEWS** – which is Australia’s most-watched nightly news – up 2%, **Sunrise** (#1 at breakfast weekdays) up 7%, **Weekend Sunrise** (#1 at breakfast on the weekend) up 6% and **The Morning Show** (#1 in the mornings) up 11%.

The five **Test cricket** series between Australia and India across the 2024-25 summer attracted an average total TV audience of just over 1 million, up 40% on the 2023-24 summer, and reached 13.3 million. The first men’s international series available to stream for free in Australia, the series reached 2.4 million people exclusively on 7plus Sport and delivered 120,000 new registered users for 7plus.

The 2024-25 **Big Bash League** reached 12 million people on Seven and 7plus Sport. It attracted 22% more viewers on Seven than last summer and delivered BBL’s biggest broadcast audience on Seven in five years.

Seven has the most watched shows in Australia, by reach:

- #1 news program – **7NEWS**
- #1 winter sport – **AFL**
- #1 Australian drama – **Home and Away**
- #1 lifestyle show – **Better Homes and Gardens**
- #1 breakfast show – **Sunrise/Weekend Sunrise**

- #1 morning show – **The Morning Show**

Seven West Media Managing Director and Chief Executive Officer, Jeff Howard, said: “Seven continues to be Australia’s go-to destination for TV and digital news, sport and entertainment, pulling in bigger audiences than anyone else in the market.

“We have the winning formula across the board – the top news, breakfast show, winter sport, drama and lifestyle programs, plus a strong entertainment lineup that’s kept us ahead of the pack for the first half of 2025.

“We topped the ratings in 15 of the first 26 weeks and we’re home to many of the shows Australians love most,” he said.

“7plus is a powerhouse and keeps getting stronger, thanks to our great Seven news and entertainment content, our unbeatable sports lineup including Australia’s favourite winter and summer sports – **AFL** and **cricket** – and the exciting premium overseas shows that we have launched on 7plus First.”

Seven’s Group Managing Director, Television, Angus Ross, said: “Seven’s strong first half shows we really know how to connect with Australians through the news, sport and entertainment content they want, no matter how or where they are watching.

“Our ‘content spine’ shows – **Sunrise**, **The Morning Show**, **The Chase Australia**, **7NEWS**, **Home and Away** and **Better Homes and Gardens** – win viewers week in, week out. **AFL** remains Australia’s #1 winter sport, and our 7.30pm entertainment hits including **Australian Idol**, **Farmer Wants A Wife** and **The 1% Club** are proven winners with real staying power.

“**Australian Idol**’s audience increased again this year, which is a fantastic result, **The 1% Club** gets stronger every year, and **Home and Away** is having a stellar year,” he said.

“The remainder of 2025 is looking very strong for Seven. **Dancing With The Stars** is off to a flying start and then launching out of the **65th TV WEEK Logie Awards** we have the new seasons of **The Voice**, **My Kitchen Rules**, **RFDS**, **Once In A Lifetime** with Dr Chris Brown, **Jim Jefferies And Friends** and **First Dates**, along with major specials **Working Class Man** [the story of Jimmy Barnes], **Boyzone**, **Live It Up: The Mental As Anything Story**, **Carols In The Domain** and the **Channel 7 Telethon** in Perth, which raised a record \$83.3 million last year.

“Australia’s biggest sporting events also feature in the second half of 2025 – **AFL** including the Finals series, more **Supercars** including the **Bathurst 1000**, horse racing and, of course, **The Ashes Test** commencing in November,” Mr Ross said.

Seven's Group Managing Director, Digital, Gereurd Roberts, said: "The performance of 7plus in isolation is outstanding, with all key metrics across daily active usage, minutes consumption and share growing ahead of plan as we continue to drive our streaming future.

"As the numbers show, the addition of **cricket** and **AFL** has been especially successful, as we streamed Australia's leading summer and winter sports for free for the first time, alongside a determined strategy to grow premium audiences through 7plus First.

"But it is the success of our strategy to drive and convert new, diversified audiences through 7plus that is most pleasing. This targeted approach means that 7plus' growth is working in combination with broadcast, not cannibalising it, and together we are growing Seven's total TV audience," he said.

"We have an incredible combination of live audience growth, where younger users are coming to 7plus and building a relationship with Seven's content and brands that will create true lifetime customer value, alongside a premium VOD proposition which now comprises 40% of 7plus viewing."

Seven National Television Sales Director, Katie Finney, said: "Seven's consistent performance and massive audience reach across broadcast and digital means real value for our advertising partners.

"Seven delivers reliable audiences across our key shows, and with 7plus growing rapidly, our partners get complete coverage of the Australian market.

"Whether it's our trusted news and morning shows, compelling evening entertainment or passionate sports fans, Seven gives brands the reach and engagement they can bank on, every single day across broadcast and digital," she said.

First half 2025

National total TV commercial shares (%):

6.00am to midnight

	All people	25 to 54s	Grocery shoppers
Seven Network	41.4%	37.7%	41.4%
Nine Network	40.5%	42.5%	40.7%
Network Ten	18.1%	19.7%	17.8%

First half 2025

National total TV commercial shares (%):

6.00pm to midnight

	All people	25 to 54s	Grocery shoppers
Seven Network	39.9%	34.5%	40.0%
Nine Network	40.8%	43.5%	40.8%
Network Ten	19.3%	22.0%	19.2%

First half 2025

National BVOD commercial shares (%):

	BVOD	VOD	Live streaming
7plus	38.7%	38.5%	38.9%
9now	46.1%	38.8%	51.4%
10 Play	15.2%	22.8%	9.7%

The hits of Seven:

Seven's Test Series Cricket*: National season reach 13.3 million. National match audience 1 million. Up 40% on 2023-24 season.

Seven's AFL: National season-to-date reach 12.9 million. National match audience 555,000.

Seven's BBL Series Cricket*: National season reach 12 million. National match audience 573,000. Up 22% on 2023-24 season.

Australian Idol: National series reach 11.1 million. National audience 1.1 million. Up 15% on 2024.

Farmer Wants A Wife: National series reach 8.7 million. National audience 1 million.

The 1% Club UK: National series reach 8.3 million. National audience 827,000. Up 10% on 2024.

7NEWS: National monthly reach 8.2 million. National audience per night 1.3 million. #1 news program. Up 2% on 2024.

The 1% Club: National series reach 6.6 million. National audience 1 million. Up 11% on 2024.

Border Security: Australia's Front Line: National reach 6.6 million. National audience 403,000.

The Chase Australia: National monthly reach 5.9 million. National audience 638,000.

Home and Away: National monthly reach 5.7 million. National audience 989,500. #1 local drama series. Up 10% on 2024.

The Front Bar: National series reach 5.3 million. National audience 604,000. Up 5% on 2024.

The Americas: National reach 5.3 million. National audience 540,000.

Sunrise: National monthly reach 4.6 million. National audience 416,000. #1 weekday breakfast program. Up 7% on 2024.

Dancing With The Stars: National series-to-date reach 4.1 million. National series-to-date audience 1 million.

Ludwig: National series reach 3.5 million. National audience 757,000.

The Hunting Party: National reach 3.5 million. National audience 756,000.

Weekend Sunrise: National monthly reach 3.5 million. National audience 405,000. #1 weekend breakfast program. Up 6% on 2024.

The Morning Show: National monthly reach 3.4 million. National audience 262,000. #1 morning program. Up 11% on 2024.

Super Bowl LIX: National reach 2.7 million. National audience 910,000. Up 12% on 2024.

Better Homes and Gardens: National monthly reach 2.7 million. National audience 598,000. #1 lifestyle program.

7NEWS Spotlight: National monthly reach 2 million. National audience 690,000.

Cold Chisel: The Big Five-O: National reach 1.8 million. National audience 602,000.

The Oscars: National reach 1.5 million. National audience 507,000.

* Full 2024-25 season

www.virtualoz.com.au

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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 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 and platforms, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; [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**, **Dancing With The Stars**, **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 5.0. Total TV audience based on con7 CYTD to 24 June 2025, unless specified otherwise. Shares based on 6am to midnight CYTD to 26 June unless specified otherwise. Ranking based on total TV reach unless specified otherwise.