



Seven is #1 in 2023 Australia's most watched network

Wednesday, 29 November 2023

SEVEN IS AUSTRALIA'S #1 NETWORK

#1 in 2023 survey year and calendar year

#1 for three years in a row; highest share in five years

#1 for 15 of the past 17 years

#1 in growth

7plus up 21%, 14.2 billion minutes streamed



#1 network
Across Australia



#1 network
In the capital cities



Up 21%
Year-on-year



#1 multichannel
In total people



FIFA
WOMEN'S
WORLD CUP

#1 program
in 2023



#1
winter sport



#1 in
news



#1 at
breakfast



#1
drama



#1 new
entertainment
program



#1 in the
morning



#1
lifestyle

That's massive.



Seven is #1 in 2023 Australia's most watched network

The Seven Network will finish the official 2023 ratings survey year as the most watched TV network across Australia, recording its second biggest audience share ever – and its best share in five years.

By the end of the survey year on Saturday, Seven will have taken pole position as the #1 network for the third year in row.

Every month, Seven reaches more than 17 million people nationally across broadcast and digital. Any way the numbers are cut, Seven has been the top viewing choice for the majority of Australians for 15 of the past 17 years, including this year.

In the 2023 OzTAM TV ratings survey year and across the 2023 calendar year to-date, Seven is the most-watched network in all people nationally and in the capital cities. Seven is the only network to grow its national audience year-on-year, up 0.8 commercial share points in the 2023 survey year.

In the capital cities, Seven is #1 for growth in the 2023 survey year, up 0.9 commercial share points. Seven is also the only network to grow its commercial share in the capital cities in calendar 2023.

In 25 to 54s, Seven is just 0.1 share points away from being #1 nationally and is #1 for audience growth in 25 to 54s, up 0.4 commercial share points year-on-year.

So far this survey year, Seven has won 25 weeks nationally, demonstrating the network's consistent leadership across the year. Seven also dominates all key audience demographics in regional markets, ranking #1 in all people, 25 to 54s and 16 to 39s.

The #1 program of 2023 was on Seven, with the **FIFA Women's World Cup 2023™** Semi Final between Australia and England drawing a total TV audience of 7.32 million, making it the most watched TV program since the OzTAM audience measurement system started in 2001.

Seven was home to 12 of the top 20 programs of the year and four of the network's 7.30pm shows – **Dancing With The Stars**, **SAS Australia**, **Farmer Wants A Wife** and **My Kitchen Rules** – increased their audiences year-on-year. **7NEWS**, **Sunrise** and **The Morning Show** remain the most watched news, breakfast and morning shows in Australia, while **Home and Away** is the #1 local drama series.

Seven's success in broadcast has been matched by the continued strong performance of [7plus](#), which has streamed 14.2 billion minutes and increased its audience 21% year-on-year in BVOD and 22% in live streaming.

Seven in 2023:

- #1 in prime time nationally
- #1 in prime time across the capital cities
- #1 in regional markets in all people, 25 to 54s and 16 to 39s
- #1 multichannel group – 7mate, 7two, 7Bravo, 7flix
- #1 multichannel – 7two



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2023 survey year

National broadcast commercial shares (%):

Network	All people	25 to 54s	16 to 39s
Seven Network	41.6	37.0	37.1
Nine Network	37.0	37.1	37.6
Network 10	21.4	25.9	25.3

Capital city broadcast commercial shares (%):

Network	All people	25 to 54s	16 to 39s
Seven Network	40.1	35.1	35.7
Nine Network	38.8	39.1	39.2
Network 10	21.1	25.8	25.1

Regional broadcast commercial shares (%):

Network	All people	25 to 54s	16 to 39s
Seven Network	44.7	41.6	41.0
Nine Network	33.2	32.4	33.0
Network 10	22.1	26.0	26.0

Weeks won, total people:

Network	Nationally
Seven Network	25
Nine Network	14
Network 10	0



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7plus in 2023



**14.2
BILLION**
minutes streamed

**AUDIENCE
UP 21%**
in 2023

37%

share of commercial
free-to-air BVOD market,
calendar year to-date

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: "Once again, Seven has taken the crown as Australia's most-watched TV network. No matter how you cut it, we are #1, with the news, sport and entertainment Australians want to watch.

"This year was Seven's second best year ever in ratings history, with our biggest share since 2018. We've grown our commercial share and grown audiences across our key tentpole programs. **SAS Australia, My Kitchen Rules, Farmer Wants A Wife** and **Dancing With The Stars** all increased their audiences this year, something no other network can match.

"Seven has once again shown consistent leadership across the year, winning more weeks nationally than any of our competitors and achieving a 40% plus audience share in the capital cities for only the third ever time," he said.

"Our momentum will continue in 2024 with an unbeatable mix of powerful content that unites Australians. From our much-loved sporting content, to our must-see entertainment programming and popular news and current affairs shows, Seven attracts Australia's biggest viewing audience and is home to the most-watched screens," Mr Warburton said.

"7plus has also charged ahead in 2023, delivering massive growth year-on-year and streaming more than 14.2 billion minutes of content so far this year. As we continue to invest in our digital future, the new AFL and cricket digital rights coming to 7plus in 2024 will change streaming in Australia forever."

That's massive. **7 7+**



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Seven's Chief Content Officer, Entertainment Programming, Angus Ross, said: "Seven is home to the biggest cultural moments and the best news, sport, drama, entertainment and special events that inform, engage and entertain Australians across the country."

"Next year is shaping up as another big year across the screens of Seven. Our powerful line-up in 2024 includes the new shows **Dream Home**, **Stranded On Honeymoon Island**, **Made in Bondi**, **Once In A Lifetime** and all-new **First Dates**, plus much more.

"They will join an unmatched content schedule of proven hits that include **7NEWS**, **Sunrise**, **The Morning Show**, **The Chase Australia**, **Home and Away**, **Better Homes and Gardens**, **Farmer Wants A Wife**, **The Voice**, **Dancing With The Stars**, **The 1% Club**, **Australian Idol**, **RFDS**, **My Kitchen Rules**, **7NEWS Spotlight** and the **TV WEEK Logie Awards**," he said.

"Next year will also bring a full 52-week schedule of Australia's most-loved sports, including Australia's #1 winter sport in the AFL, alongside cricket, horse racing, Supercars, the Sydney Hobart Yacht Race and much more."

Seven Chief Revenue Officer, Kurt Burnette, said: "Seven is more than just TV: we're a destination for high-quality content that attracts Australia's biggest viewing audience. Our unrivalled attention from premium audiences ensures a brand's message is heard by the people who matter most."

"In 2024, we plan to extend our winning streak as the most-watched network through even more huge cultural moments, captivating content and diverse voices. Our 2024 line-up will prove we're not just part of the conversation, we're driving it."

"As home to the most-watched screens, it's impossible to drop Seven off any marketing plan that seeks mass audience impact. And to help create growth for our brand partners in a trusted, easy and brand safe way in 2024, we're pushing the boundaries of what's possible in the digital age," he said.

"Our focus on converged trading will reach new heights next year with the rollout of Phoenix, the world's most advanced total TV trading system."

"Phoenix will go beyond traditional media metrics and provide more insights into what is driving real business outcomes for clients. Bringing together the massive audiences across the capital cities, regional Australia and digital, Phoenix will be an absolute game changer for marketers and media agencies," Mr Burnette said.

"In 2024, we look forward to helping our clients continue to unlock the true potential of total TV as the most powerful way to reach Australians at scale."



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Sport

Seven is home to Australia's best and most-watched sports

	Average total audience	Audience reach
	7.32 million	13.69 million
	The Matildas' Semi Final was the most-watched TV program in more than two decades and the most streamed event ever in Australia, with 957,000 viewers on 7plus.	
	Average total audience	Audience reach
	3.98 million	7.83 million
	Total audience up 22% year-on-year. 441,000 viewers on 7plus, the biggest ever audience for an AFL match on a streaming platform.	
	Average total audience	Audience reach
	1.28 million	3.07 million
	Biggest audience since 2017, up 11% year-on-year.	
	Average total audience	Audience reach
	1.17 million	5.19 million
	Streaming on 7plus up 24% year-on-year, #1 in its timeslot.	
	Average total audience	Audience reach
	850,000	8.1 million
	South Africa v Australia, Session 3 of the third Test averaged 850,000 viewers.	
	Average total audience	Audience reach
	553,000	1.17 million
	#1 in its timeslot in Melbourne in all people, 25 to 54s and 16 to 39s	



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News and Public Affairs


Australia's favourite news and public affairs shows

	Average total audience	Weekly audience reach
	1.39 million	4.55 million
	#1 weeknight news program every week in 2023. Biggest audience lead since 2019.	
	Average total audience	Weekly audience reach
	1.37 million	2.14 million
	#1 Sunday news program, won 48 weeks in 2023.	
	Average total audience	Weekly audience reach
	1.11 million	1.72 million
	#1 Saturday news program, won 47 weeks in 2023.	
	Average total audience	Average reach
	1.09 million	4.37 million
	#1 program in its timeslot in all people, 25 to 54s and 16 to 39s.	
	Average total audience	Weekly audience reach
	649,000	1.57 million
	Average audience up year-on-year.	
	Average total audience	Weekly audience reach
	397,000	2.27 million
	#1 breakfast TV program, won every week it was broadcast in 2022, 30% bigger than closest rival. #1 for 20 years in a row.	

That's massive. 





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	Average total audience	Weekly audience reach
	228,000	1.6 million
#1 morning TV program, won every week it was broadcast in 2023, #1 for 16 years in a row.		


Entertainment

The entertainment shows Australia loves to watch

	Average total audience	Weekly audience reach
	1.66 million	2.78 million
Seven's biggest entertainment audience of the year. #1 in its timeslot.		

	Average total audience	Weekly audience reach
	1.36 million	3.65 million
Biggest audience since 2017. #1 in its timeslot.		

	Average total audience	Weekly audience reach
	1.29 million	4.03 million
Seven's #1 regular entertainment program. Up 17% year-on-year on 7plus in live streaming.		

	Average total audience	Weekly audience reach
	1.29 million	2.22 million
Red Carpet: Biggest audience since 2016, #1 in its timeslot.		





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	Average total audience	Weekly audience reach
	1.24 million	3.82 million
	Audience up 16% on 2022. Biggest ever BVOD audience, up 45% year-on-year.	
	Average total audience	Weekly audience reach
	1.11 million	2.66 million
	Audience up 12% on 2022, #1 in its timeslot in all people. Grand Final audience up 21% on 2022.	
	Average total audience	Weekly audience reach
	1.04 million	4.06 million
	Total audience up 7% on 2022, biggest audience since 2019. Up 32% year-on-year on 7plus in live streaming.	
	Average total audience	Weekly audience reach
	1.01 million	2.69 million
	#1 Australian drama program in 2023.	
	Average total audience	Weekly audience reach
	977,000	1.96 million
	The #1 new entertainment show of 2023.	





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	Average total audience	Weekly audience reach
	937,000	3.11 million
	Australia's #1 local regular drama.	

	Average total audience	Weekly audience reach
	876,000	3.49 million
	Reached 9.4 million people across the series.	

	Average total audience	Weekly audience reach
	844,000	3.55 million
	Audience up 11% on 2022. Up 84% year-on-year in live streaming on 7plus.	

	Average total audience	Weekly audience reach
	827,000	3.27 million
	#1 daily game show, won its timeslot every week in 2023.	

	Average total audience	Weekly audience reach
	796,000	2.2 million
	Australia's #1 lifestyle show.	

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Seven's top 30 programs of 2023

Rank	Program	Total audience	7plus BVOD audience
1	FIFA Women's World Cup 2023 Australia v England	7,320,500	970,000
2	FIFA Women's World Cup 2023 Australia v France Post Game	4,516,800	442,000
3	FIFA Women's World Cup 2023 Australia v France	4,225,200	467,000
4	Seven's AFL Grand Final: Collingwood v Brisbane	3,984,300	453,000
5	FIFA Women's World Cup 2023 Australia v Denmark	3,569,000	378,000
6	FIFA Women's World Cup 2023 Sweden v Australia	3,414,000	388,000
7	Seven's AFL Grand Final: Presentations	3,242,000	328,000
8	FIFA Women's World Cup 2023 Final Spain v England	3,088,400	378,000
9	FIFA Women's World Cup 2023 Australia v England Post Game	2,856,900	324,000
10	Seven's AFL Grand Final: On The Ground	2,840,300	260,000
11	FIFA Women's World Cup 2023 Canada v Australia	2,492,800	275,000
12	FIFA Women's World Cup 2023 Australia v England Pre-Game	2,412,600	254,000
13	FIFA Women's World Cup 2023 Australia v Ireland	1,959,400	198,000
14	FIFA Women's World Cup 2023 Australia v Denmark Pre-Game	1,712,700	149,000
15	John Farnham: Finding The Voice	1,663,800	129,000
16	FIFA Women's World Cup 2023 Australia v Nigeria	1,482,200	142,000
17	Seven's AFL: Friday Night Football Finals	1,462,400	0
18	7NEWS Monday to Friday	1,409,400	37,000
19	FIFA Women's World Cup 2023 Final, Spain v England, Post Game	1,386,900	160,000
20	Farmer Wants A Wife – Finale Part 1	1,375,800	204,000



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Rank	Program	Total audience	7plus BVOD audience
21	The Voice – Launch	1,365,700	202,000
22	7NEWS Sunday	1,363,300	33,000
23	Home And Away	1,358,500	153,000
24	TV WEEK Logie Awards	1,357,800	62,000
25	7NEWS at 6.30	1,356,900	37,000
26	Farmer Wants A Wife – Finale Part 2	1,352,600	160,000
27	The Voice – Grand Finale	1,347,000	141,000
28	The Voice – Monday	1,311,400	188,000
29	The Voice – Sunday	1,299,600	178,000
30	TV WEEK Logie Awards – Red Carpet	1,288,000	56,000

Top 50 programs of 2023

Rank	Network	Program	Total audience	BVOD audience
1	Seven	FIFA Women's World Cup 2023 Australia v England	7,320,500	970,000
2	Seven	FIFA Women's World Cup 2023 Australia v France Post Game	4,516,800	442,000
3	Seven	FIFA Women's World Cup 2023 Australia v France	4,225,200	467,000
4	Seven	Seven's AFL Grand Final: Collingwood v Brisbane	3,984,300	453,000
5	Seven	FIFA Women's World Cup 2023 Australia v Denmark	3,569,000	378,000
6	Seven	FIFA Women's World Cup 2023 Sweden v Australia	3,414,000	388,000
7	Nine	NRL Grand Final Day – Match	3,412,800	621,000
8	Nine	State Of Origin, First Match	3,293,900	548,600
9	Seven	Seven's AFL Grand Final: Presentations	3,242,000	328,000
10	Seven	FIFA Women's World Cup 2023 Final Spain v England	3,088,400	378,000



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Rank	Network	Program	Total audience	BVOD audience
11	Nine	State Of Origin, Second Match	3,044,600	575,000
12	Seven	FIFA Women's World Cup 2023 Australia v England Post Game	2,856,900	324,000
13	Seven	Seven's AFL Grand Final: On The Ground	2,840,300	260,000
14	Nine	State Of Origin, Third Match	2,505,400	477,000
15	Seven	FIFA Women's World Cup 2023 Canada v Australia	2,492,800	275,000
16	Seven	FIFA Women's World Cup 2023 Australia v England Pre-Game	2,412,600	254,000
17	Nine	Married at First Sight – The Final Dinner Party	2,115,700	601,400
18	Nine	The Block – Grand Final	2,114,200	224,000
19	Nine	Married at First Sight – Final	2,098,300	587,400
20	Nine	2023 Australian Open, Men's Final	1,975,300	243,300
21	Seven	FIFA Women's World Cup 2023 Australia v Ireland	1,959,400	198,000
22	Nine	Married at First Sight – Wednesday	1,931,200	616,500
23	Nine	Married at First Sight – Sunday	1,929,000	592,300
24	Nine	Married at First Sight – Launch	1,860,200	577,800
25	Nine	Married at First Sight – Monday	1,825,200	568,400
26	Nine	Married at First Sight – Tuesday	1,821,500	572,500
27	Nine	NRL Grand Final Day – Entertainment	1,785,500	223,400
28	Nine	Married at First Sight – Thursday	1,752,900	581,500
29	Seven	FIFA Women's World Cup 2023 Australia v Denmark Pre-Game	1,712,700	149,000
30	Seven	John Farnham: Finding The Voice	1,663,800	129,000



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Rank	Network	Program	Total audience	BVOD audience
31	Nine	State Of Origin, First Match	1,653,500	214,900
32	Nine	ICC Men's ODI World Cup 2023 – Final Session 1	1,602,100	166,300
33	Nine	The Block – Sunday	1,575,300	290,300
34	Nine	State Of Origin, Second Match – Pre Match	1,559,900	223,900
35	Nine	NRL Grand Final Day – Post Match	1,539,600	254,700
36	ABC	Vera	1,535,900	168,100
37	Seven	FIFA Women's World Cup 2023 Australia v Nigeria	1,482,200	142,000
38	Seven	Seven's AFL: Friday Night Football Finals	1,462,400	0
39	Nine	2023 Australian Open, Men's Final – Presentation	1,462,400	189,000
40	Nine	The Block – Launch	1,421,100	280,800
41	Seven	7NEWS Monday to Friday	1,409,400	37,000
42	Seven	FIFA Women's World Cup 2023 Final, Spain v England, Post Game	1,386,900	160,000
43	Seven	Farmer Wants A Wife – Finale Part 1	1,375,800	204,000
44	Seven	The Voice – Launch	1,365,700	202,000
45	Seven	7NEWS Sunday	1,363,300	33,000
46	Seven	Home And Away	1,358,500	153,000
47	Seven	TV WEEK Logie Awards	1,357,800	62,000
48	Seven	7NEWS at 6.30	1,356,900	37,000
49	Seven	Farmer Wants A Wife – Finale Part 2	1,352,600	160,000
50	Seven	The Voice – Grand Finale	1,347,000	141,000



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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 more than 17 million people a month.

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**, **Dancing With The Stars**, **Australian Idol**, **My Kitchen Rules**, **Big Brother**, **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: OzTAM Metro, Regional (Combined 4 Aggs + WA, Inc. Tas) Total audience: Linear Metro and Regional and BVOD average audience. Linear SYTD: 12/2/2023 – 27/11/2023 (excl. Easter). Prime time 1800-2359 and overall 0600-2359. CYTD weeks 1 to 47 until 27/11/2023 consolidated 7 + Overnight (21/11-27/11/2023) BVOD: CYTD 2023 until 27/11/2023 .Multi channel ranking: Metro 5 Cap.

That's massive. 