



Media Release

Sunday, 11 July 2021

Seven gets the growth in first half

- **#1 in audience share growth**
- **#1 network in nine of past 11 weeks**
- **7plus up 30% in past three months**

The Seven Network heads into the second half of 2021 as the network achieving the strongest growth in its commercial audience share.

At the mid-point of the survey year, Seven has the biggest audience share growth of any commercial free-to-air television network in total people, up 1.1 share points. It is also up 0.7 points in the key advertising demographic of people 25 to 54.

From late April to yesterday, Seven stole a march on the competition and was the #1 network in total people and 16 to 39s.

Seven's powerful results are driven by a successful schedule of exciting new and proven content across television and [7plus](#).

Tentpole shows **Farmer Wants A Wife**, **Big Brother** and **Dancing With The Stars: All Stars** delivered big and engaged audiences, while the AFL, **7NEWS**, **Sunrise**, **The Morning Show**, **The Chase** and **Better Homes and Gardens** dominated their timeslots. **Home and Away** continued to shine and maintained its position as Australia's #1 drama.

In BVOD, [7plus](#) recorded an 30% increase in audience numbers in the past three months and currently commands a 36% commercial free-to-air share.

Seven's Director of Network Programming, Angus Ross, said: "Seven is the only network with strong momentum this year. We have momentum in our ratings performance and momentum in our content schedule across television and digital




"**Farmer Wants A Wife** has launched strongly over the past week, with an average of 1.41 million viewers nationally, and it will be followed by Tokyo 2020, the AFL Finals Series, **The Voice**, **SAS Australia**, **Big Brother VIP**, the Ashes Test series and much more.

"The simple fact is that no other network can match our schedule – a schedule that will see Seven back at #1 for 2021."






FIRST HALF 2021 HIGHLIGHTS

Total people: commercial audience shares (%)


	First half 2021	First half 2020	Change*
	37.5	36.3	+1.1
	38.6	38.1	+0.5
	23.9	25.6	-1.6

People 25 to 54: commercial audience shares (%)

	First half 2021	First half 2020	Change*
	33.6	32.9	+0.7
	38.3	37.6	+0.8
	28.1	29.6	-1.5

* Change in percentage points


7plus:


	Audience up 30% in the past three months on the previous three months
	#2 commercial free-to-air BVOD platform
	36% share of commercial free-to-air BVOD market





NEWS AND PUBLIC AFFAIRS


Australia's favourite news and public affairs shows are on Seven.


	National viewers	Metro viewers	BVOD audience	Total audience
	1,556,000	1,031,000	16,000	1,516,000
	#1 Sunday news program. Won 16 weeks in first half of 2021			

	National viewers	Metro viewers	BVOD audience	Total audience
	1,525,000	970,000	19,000	1,544,000
	#1 weeknight news program. Won every week in first half of 2021			

	National viewers	Metro viewers	BVOD audience	Total audience
	1,233,000	802,000	11,000	1,244,000
	#1 Saturday news program. Won 15 weeks in first half of 2021			

	National viewers	Metro viewers	BVOD audience	Total audience
	977,000	627,000	45,000	1,022,000
	7NEWS Spotlight: The Phenomenon averaged 1.18 million			


	National viewers	Metro viewers	BVOD audience	Total audience
	444,000	258,000	7,000	451,000
	#1 breakfast TV program. #1 for 137 consecutive survey weeks			


	National viewers	Metro viewers	BVOD audience	Total audience
	236,000	142,000	5,000	241,000
	#1 morning TV program. Won every week in first half of 2021			





ENTERTAINMENT


Seven's entertainment programs are proven hits.


	National viewers	Metro viewers	BVOD audience	Total audience
	1,058,000	711,000	55,000	1,113,000
Increased timeslot audience 18% in total people year-on-year				

	National viewers	Metro viewers	BVOD audience	Total audience
	938,000	651,000	163,000	1,101,000
Increased timeslot audience 10% in 25 to 54s and 17% in 16 to 39s year-on-year				

	National viewers	Metro viewers	BVOD audience	Total audience
	944,000	577,000	124,000	1,068,000
Australia's #1 drama program				

	National viewers	Metro viewers	BVOD audience	Total audience
	862,000	562,000	49,000	911,000
Increased timeslot audience 22% in 25 to 54s and 30% in 16 to 39s year-on-year				


	National viewers	Metro viewers	BVOD audience	Total audience
	854,000	522,000	18,000	872,000
#1 daily game show. Won every week in the first half of 2021				


	National viewers	Metro viewers	BVOD audience	Total audience
	738,000	446,000	11,000	749,000
Australia's #1 lifestyle show				




SPORT


Seven is home to Australia's best sports and the most-watched winter sport, the AFL.

	National viewers	Metro viewers	BVOD audience	Total audience
	700,000	522,00	n/a	700,000
Premiership Season to-date	#1 winter sport.			

	National viewers	Metro viewers	BVOD audience	Total audience
	434,000	239,000	12,000	446,000
Seven's two rounds of Supercars, up 16% on 2020 on Network 10				

	National viewers	Metro viewers	BVOD audience	Total audience
	452,000	347,00	16,000	468,000
#1 sport entertainment program				

MULTICHANNELS

	7mate: #1 multichannel in 25 to 54s and 16 to 39s
	#1 multichannel group
	7two: #1 multichannel in target market of women 18 and older

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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 and Better Homes and Gardens, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.

Source: OzTAM (Metro Broadcast, National BVOD), RegionalTAM (Comb. Agg Markets). 2021 First Half Survey Year: Wks 7-28 (excl Easter Wks) – Programs exclude Thu-Sat Wk 28 due to data availability at time of analysis. Primetime: 1800-2400. Commercial FTA Network Shares. Total Audience: Broadcast + BVOD. Seven News (News hour, M-F 6-7pm), Sunrise (excl Early), The Morning Show (excl Extra), The Chase Australia (excl 5pm), Holey Moley Australia (excl Specials and Glory), Home and Away (incl Late), Better Homes and Gardens (excl PM), Supercars Live Race only; Seven's 2021 Mt Panorama 500 & Darwin vs TEN's 2020 Adelaide 500 & Darwin. 7plus growth: 2021 Wks 18-28 v Wks 7-17. BVOD, 3.1 (incl co-viewing) Live + VOD7Days. Broadcast: Cons7 Wks 7-27, Overnight Wk 28 (due to data availability at time of analysis).

