

Wednesday, 15 March 2023

Australia's biggest brands are ready to kick off Seven unveils 2023 AFL sponsors

The Seven Network is proud to announce the broadcast partners and sponsors for its exciting 2023 AFL season, which kicks off when Richmond take on Carlton at 7.00pm AEDT tomorrow night, live and free on Channel 7.

In 2023, Seven's AFL sponsors will reach more than 14 million Australians a year across the biggest games each week. In addition, sponsors will have exclusive access to two of the biggest events on the AFL calendar – the AFL Grand Final and the Brownlow Medal.

Toyota, AAMI, Macca's, Harvey Norman and Bunnings join Seven's coverage as broadcast partners.

Sportsbet, Coles, Telstra, Industry Super Funds, Hostplus, CBUS, NAB, Asahi Beverages, Uber Eats, Chemist Warehouse, OMO Ultimate, Cash Converters, Bundaberg Brewed Drinks, Tradie Underwear and Colgate-Palmolive join as broadcast sponsors, with additional brands signing on as local market sponsors.

FAST channels and new show pages on [7plus' AFL Hub](#) will create exciting ways for brands to connect with audiences, and [7NEWS.com.au](#) will be a premium destination during live coverage with a brand new match centre and expert analysis.

Seven's live, free and exclusive coverage of the 2022 AFL Grand Final was the #1 program of the OzTAM survey year, reaching 5.76 million Australians on Channel 7 and scoring an average total television audience of 3.06 million viewers.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "Seven's live and free AFL coverage delivers clients the biggest TV marketing opportunity in Australia across the country's most-loved sport.

"With Seven's unmatched market proposition, there has been an exceptional level of brand commitment to our AFL coverage this year, with an influx of both returning and new partners coming on board," he said.

Seven West Media National Sport Sales Director, Rob Maclean, said: "Brands recognise the incredible power and value of Seven's AFL coverage as the perfect platform to build awareness, target hard-to-find audiences at scale and drive genuine business results.

"Seven's AFL provides the most powerful 30 second ad break in Australia after every goal, and with our broadcast and digital rights extended until 2031, we can forge strong partnerships with brands looking for consistency and longevity to deliver effective brand outcomes."

In September 2022, Seven secured the AFL media rights from 2025 to 2031, covering broadcast and – for the first time – digital rights. From 2025, 7plus will be the new home of the

AFL for Seven's dedicated fans and advertisers, offering viewers access the best AFL games and video content, live and free, in a way that suits them.

For more information, please contact:

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

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 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**, **Australian Idol**, **My Kitchen Rules**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **Million Dollar Island**, **Blow Up** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.