



# Media Release

Saturday, 31 July 2021

## **Seven wins gold: Tokyo 2020 smashes records** **The #1 TV show of 2021** **Biggest Australian streaming numbers ever**

The Olympic Games Tokyo 2020 has captured the hearts and minds of the nation, with the Seven Network's innovative television and BVOD coverage delivering record-breaking audiences in its first week.

Since the stirring Opening Ceremony on Friday 23 July, Seven's live, free and exclusive coverage of Tokyo 2020 has reached 16.6 million people on television and eclipsed all previous Australian streaming records on [7plus](#).

Across the first week, the average full-day broadcast audience is up 59% in the capital cities on Rio 2016 and up 50% nationally.

From Friday 23 July to Friday 30 July, Seven recorded a prime time commercial free-to-air network share of 60.3%, with Channel 7 alone registering a 41.5% share. 7mate recorded an 11.8% commercial share, making it the #1 multichannel and #3 free-to-air commercial channel.

With a total audience of 3.69 million viewers nationally, including time-shift and BVOD audiences, the Opening Ceremony is the most most-watched TV program of 2021.

For the first time, Virtual Australia (VOZ) data shows that from the Opening Ceremony to 27 July, 18.3 million Australians watched Seven's Tokyo 2020 coverage on television and [7plus](#), with 26% (4.9 million) of viewers engaging with [7plus](#) for some of their Olympic viewing.

VOZ data highlights Seven's coverage is particularly popular with younger viewers, with 49% of people aged 18 to 39 (3.96 million) tuning in on Channel 7 and 7mate, and 24% of 18 to 39s (1.98 million) also watching via [7plus](#).

From the Opening Ceremony to the final session on Friday 30 July, Australians have watched more than 2.3 billion minutes on [7plus](#) across more than 40 Olympic channels, making it the biggest digital event in Australian history.

On 25 July, [7plus](#) delivered the biggest day of streaming in Australian television history with 363 million minutes, shattering the previous record of 86 million on 14 July this year for a State of Origin rugby league match day, and 10 times more than the biggest day recorded for Rio 2016 (36 million minutes).





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Ranked #1 in the Apple and Android app stores, in the past seven days [7plus](#) has added more than 1.7 million new registered users, bringing its total number of registered users to more than 8.1 million.

Tokyo 2020 has added to Seven Network's strong momentum. Seven is currently #1 in the 2021 survey year and is set to win its 17<sup>th</sup> week of the 31 weeks so far in calendar 2021.

Seven West Media Chief Revenue Officer and Director of Olympics, Kurt Burnette, said: "The record-breaking reaction from audiences to our exclusive, live and free coverage on Seven and [7plus](#) has surpassed all our expectations. Tokyo 2020 is delivering for our partners and sponsors what we said it would in every aspect, and more.

"It is reaching new and existing viewers in new ways across every available screen, while causing a massive surge in [7plus](#) registrations along the way. The remarkable numbers show our innovative, comprehensive and quality coverage – backed by experienced and expert commentators – is keeping Australians engaged, entertained and informed at a time when it's never been needed more."

## For further information, please contact:

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*Source: OzTAM (Metro broadcast, BVOD National), RegionalTAM (Comb. Agg Markets). Seven Network 2020 Tokyo Olympic Games: Fri 23/7 to Fri 30/7/21. Reach: OzTAM VOZ, national reach, Total TV, TV, BVOD, Total People & P1839, Olympics content. Broadcast average audience growth compares 2020 Tokyo vs same day coverage for 2016 Rio. Commercial Share Metro Primetime (1800-2400). Opening Ceremony (excl Late) Total Audience: average audience for National broadcast (Cons7) and BVOD (Live + VOD 7days).*

## 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.



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