



Friday, 26 April 2024

ANZAC Day showdown scores with viewers Seven's coverage reaches 1.96 million

The eagerly anticipated annual ANZAC Day clash between Essendon and Collingwood hit the mark with footy fans yesterday, reaching 1.96 million people nationally on the Seven Network.

Seven's live and free coverage of the nail-biting 85-85 draw peaked at 1.1 million. Its average audience was 895,000, up 137% on the 2024 season-to-date AFL season average.

Played in front of a 93,644 crowd at the MCG, yesterday's game was the #1 total TV program nationally in 16 to 39s and the #2 program behind **7NEWS** in all people, 25 to 54s and grocery shoppers.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "The ANZAC Day match is so much more than just a contest between two powerhouse clubs, it's also a tribute to the courage and sacrifice shown by the servicemen and women who have fought and continue to fight for our country.

"Once again, the Essendon v Collingwood game delivered extraordinary audiences on Seven. The AFL is a vital part of Seven's unrivalled sporting content and has a unique ability to unite Australians more than any other sport on our screens, while paying respect to the ANZAC spirit that defines our nation.

"We're proud to connect Australians with their favourite winter sport, live and free on Seven, particularly on such a monumental day for all Australians," he said.

For further information, please contact:

Neil Shoebridge
M: 0417 511 012
E: neil@skmediagroup.com.au

Andrew Knowles
M: 0449 510 357
E: andrew@skmediagroup.com.au

Media Release

That's massive.



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 about 17 million people a month.

The company owns some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; and [The Nightly](#). 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**, **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: please contact Seven Network for source information.