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Seven's FAST channels race ahead **Monthly viewership exceeds 300,000** **Minutes streamed soar 125% from 2022**

The Seven Network's FAST channels are growing at lightning pace, with the minutes streamed surging 125% over the past year and the channels now drawing a unique monthly audience of over 300,000 viewers.

More than 630 million minutes of Seven's FAST (free ad-supported streaming TV) programming were watched on [7plus](#) in the 12 months to 31 August this year, up from 280 million minutes in the previous corresponding period and representing nearly 10% of all live content viewed on 7plus.

The average number of unique monthly users watching the suite of over 50 FAST channels on 7plus jumped 56% year-on-year and the number of minutes consumed per viewer grew by 41% year-on-year.

Over 30 of Seven's FAST channels are exclusive to 7plus and feature a curated schedule of premium, Australian programs that local audiences love, including **Home and Away**, **Better Homes & Gardens** and **Border Security**.

Popular FAST channels on 7plus include Blue Lights, Blue Heelers, Crazy In Love, Cooking and Culture, and ONE Fight Replays.

Seven West Media Chief Digital Officer, Gereurd Roberts, said: "Seven is Australia's leader in FAST channels. They are an integral pillar of our content strategy on 7plus, alongside our leading video-on-demand and live streaming content.

"Great local content resonates the most with Australians, and over 70% of our viewed FAST content is premium Australian programming, with more than 90% of this exclusive to 7plus. Our focus on home-grown storytelling and Australian voices has enabled us to forge a deep connection with our audience, who value authenticity and relevance."

Seven Network Digital Sales Director, Rachel Page, said: "As FAST audiences on 7plus continue to grow at pace, so too do the commercial opportunities for our partners and agencies.

"Like with 7plus live and on-demand viewing, OzTAM's Video Player Measurement (VPM) continues to provide advertisers with robust reach and engagement metrics unique to BVOD. Our FAST channels also open up new opportunities for smaller advertisers, offering cost-effective, optimised campaign planning and buying options that are not restricted by smaller budgets," she said.

"Using 7REDiQ, brands will be insight-driven when looking to connect their message with the highly engaged FAST audiences. Leveraging consumer data from categories like



automotive, FMCG and over 40 VISA merchant categories, FAST channels deliver brands more than just age, gender and life stage when making considerations to activate campaigns that drive maximum impact on the largest screen in the home.”

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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.