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Streamer smashes audience records in September Community sport streaming platform surges 110%

Streamer, Seven West Media's community sport streaming platform, continues to grow at a rapid pace after a September that blitzed its previous audience records.

More than 4.3 million minutes of local sport were watched on the innovative platform during September as finals fever took hold of Australia, from the elite level right down to the community grounds.

The September tally was up 110% year-on-year, continuing the tremendous growth of the grassroots platform since its launch in early 2022 and smashing through the site's previous audience records.

Australian Rules football, netball, hockey, skateboarding, school athletics and even curling were some of the sports featuring in 188 matches broadcast in the final month of the winter sporting season, highlighting the diverse nature of Streamer's content.

Streamer Operations Manager, Nick Rynne, said: "We'd been telling people it was going to be a September to remember, we just didn't know how right we were.

"Within the first two weeks we'd already broken records across most of our primary monthly metrics, and things just continued to skyrocket from there.

"We knew that if we built the tools to support and elevate community sport the community would respond and would corporate Australia, in particular our partners BHP and HART Sports. September has been a tremendous validation of that," he said.

"But really, it's a testament to the dedication of the grassroots associations we work with. They value their sporting programs and are willing to invest in them. We consider ourselves lucky to help promote them and share their games to as wide an audience as possible."

Streamer was born out Seven West Media's *The West Australian*, launching as a standalone platform in February 2022 before expanding nationally at the end of 2023.

It provides the tools for sporting organisations at any level to set up their league, schedule games, clip out highlights and monetise their audience – all at no cost to the leagues, clubs or schools.

More than 101 leagues, schools and sporting organisations and 470 clubs have been added to the platform to the end of September.

Seven West Media WA Sport Sales Director, Chris Pearce, said: “The importance of grassroots sport within the community is becoming more and more valuable for our brands both locally and nationally.

“Our partners see this as a really unique place to be, offering a genuine connection with some of Australia’s most passionate sports fans, and we’ve got big aims to deepen that connection even more going into next year.

“We’ve seen significant growth, we are looking to keep that momentum going.”

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia’s most prominent media companies, reaching more than 19 million people a month with a market-leading presence in content production across broadcast television, publishing and digital.

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](https://www.7plus.com.au); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#). 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.