



# Media Release

Friday, 26 November 2021

## Sunrise #1 in 2021

**#1 for 18 years in a row**

**#1 every day nationally for three years**

**#1 every week this year**

**Sunrise** has retained its crown as Australia's favourite breakfast TV program in 2021, marking the 18<sup>th</sup> year in a row that the Seven Network's iconic breakfast show has ranked #1 in its timeslot.

In addition to its incredible 18-year winning streak, **Sunrise** has also been the #1 breakfast show every day nationally for three years, cementing its leadership position as Australia's most watched breakfast program.

In 2021, **Sunrise** won every week in the capital cities and every week nationally.

Each weekday, **Sunrise** reaches 1,112,000 Australians, with an average national audience of 450,000 viewers, 38% more than its closest rival.

Market	Period	Sunrise viewers	Today viewers
National	Calendar year (year to date)	<b>450,000</b>	325,000
	Survey year (Excl. summer, Easter, Olympics)	<b>446,000</b>	329,000
Capital cities	Calendar year (year to date)	<b>262,000</b>	220,000
	Survey year (Excl. summer, Easter, Olympics)	<b>260,000</b>	223,000

**Sunrise** Executive Producer, Michael Pell, said: "These results are absolutely outstanding and a credit to the entire **Sunrise** team. It has been a year of mixed fortunes for many Australians, so credible information and trustworthy storytelling have never been more crucial. But **Sunrise** is also a family and it's been a pleasure to bring some entertainment to Aussies when they needed it most. Thanks to our loyal audience for making us number one for another year."

**Sunrise** co-host, Natalie Barr, added: "I love this show. It's my second family. To clock up 18 years as #1 is something this big team of fantastic, hard-working people is just so proud of. We are here because of our other family out there, the viewers. Many of them have been with us for every one of those 18 years – breastfeeding their babies in the dark in their lounge rooms, snatching a few minutes of the show as they yell at the kids and get the school lunches ready, laughing and crying with us year in and year out.

"We can never thank everyone enough for all the support. Gee, it's been a slog the last couple of years with COVID, so wishing everyone a wonderful Christmas and bring on 2022."

**Sunrise** co-host, David Koch, said: “Eighteen consecutive years as Australia’s most-watched breakfast program is a significant milestone for us. Just as parents have a sense of love and pride when their children turn 18, it’s the same for me with **Sunrise**.”

“I’m enormously proud of working with an incredible team here at **Sunrise** and proud of what we’ve achieved. I’m also extraordinarily grateful to our viewers for their support, their loyalty and for the privilege of being allowed to be part of their morning routine. And just like parents do on their child’s 18th birthday, you can’t help but cherish the experiences I’ve had as part of the program. The adventures I’ve had, the people I’ve met, the joy and love I’ve received. It is seriously the best job in the world and one I’m forever grateful to have.”

Australia’s #1 breakfast show, **Sunrise**, will be back in 2022, with co-hosts David Koch and Natalie Barr, newsreader Edwina Bartholomew, sports presenter Mark Beretta and weatherman Sam Mac.

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**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, The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.

*Source – OzTAM (5 City Metro) & Regional TAM (Combined Aggregate Markets) | Period 01/01/2004 – 23/11/2021 (Olympic Weeks 31 & 32, 2021) | Programs – “SUNRISE” & “TODAY” (Weekdays Only) | Average Audience & Average Reach | Overnight Data*