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Sunrise: #1 for 20 years

Wins the 2023 breakfast battle every week of the year

The Morning Show: #1 for 16 years

The Seven Network's **Sunrise** has cemented its position as Australians' favourite breakfast television program, taking the #1 spot again this year – and for the 20th year in a row.

Hosted by Natalie Barr and Matt Shirvington (who took over co-hosting duties from David Koch on 12 June this year), **Sunrise** has been #1 every week this year nationally and in the capital cities.

The Morning Show with Larry Emdur and Kylie Gillies also ended the year on top, marking its 16th consecutive year as Australia's #1 morning TV show.

Every week, **Sunrise** reaches more than 2.27 million Australians nationally, with **Weekend Sunrise** reaching 1.3 million and the weekday **The Morning Show** reaching 1.6 million.

This year, **Sunrise** was #1 across the capital cities; dominated breakfast viewing in New South Wales, Victoria, South Australia, Queensland, Western Australia and Tasmania; and reigned supreme across regional Australia. Its national BVOD audience has increased 25% this year.

Sunrise had 28% more viewers nationally than its closest competitor and almost 16% more in the capital cities. In regional Australia, it was 59% ahead.

In the capital cities, **Sunrise** had an unmatched 45.9% commercial audience share, or 6.1 points more than its nearest competitor. Its audience share in regional markets was 51.7%, or 19.2 points bigger.

Every month, millions more Australians watch **Sunrise** on 7news.com.au/sunrise and social media. The show has more than 2.5 million followers across Facebook, Instagram, TikTok and YouTube.

Seven Network Director of Morning Television, Sarah Stinson, said: "We're thrilled and humbled to once again end the year as the country's most-watched breakfast and morning TV shows.

"It means a lot to everyone at **Sunrise** and **The Morning Show** to be #1 across Australia, the capital cities and in every single state – and it be #1 for two decades is amazing.

"We're only #1 because of the incredible community that tunes into **Sunrise** and **The Morning Show** every day. Thank you to all our viewers, and to Nat, Shirvo, Kochie, Kylie, Larry, Matt and Monique and the entire on-air crew, as well as the very talented team behind the scenes. We will be back in 2024 to keep Australia informed and entertained," she said.



The **Sunrise** audience numbers (excluding BVOD) this year are:

Market	Period	Sunrise	Today
National	Survey year	363,000	284,000
	Calendar year-to-date	364,000	280,000

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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.

Source: please contact Seven Network for source information.