

Tuesday, 27 August 2024

## **Sunrise shines at #1 again in 2024**

**#1 at breakfast for 21 years in a row**

**#1 nationally every single day this year**

**7plus audience up 46% so far this year**

For over two decades, Seven Network's **Sunrise** has reigned as Australia's favourite breakfast program – and it has done it again this year, with a now unbeatable lead across 2024.

Hosted by Natalie Barr and Matt Shirvington from Brekky Central, **Sunrise** has been the #1 most-watched breakfast program nationally every day so far this year.

**The Morning Show** with this year's *TV WEEK* Gold Logie winner Larry Emdur and Kylie Gillies has achieved the same impressive result, scoring its 17<sup>th</sup> year at #1.

Thanks to **Sunrise** and **The Morning Show**, Seven dominates Australians' screens from 5.30am to 11.30am every week, all year.

Every month, **Sunrise** reaches more than 4 million Australians nationally, with **Weekend Sunrise** reaching 3.1 million and the weekday **The Morning Show** reaching 3.2 million.

This year, **Sunrise** is #1 across all capital cities combined; dominates breakfast viewing in New South Wales, South Australia, Queensland, Western Australia and Tasmania; and reigns supreme across regional Australia. Its national BVOD audience has increased 46% so far this year.

In the capital cities, **Sunrise** has a commanding 43.2% commercial audience share, 2.4 points bigger than its closest rival. Its audience share in regional markets is 48.4%, or 15.2 points bigger.

The success of **Sunrise** reaches beyond the TV screen. The show has a combined 3.1 million followers across Facebook, Instagram, X, TikTok and YouTube. Visits to the **Sunrise** Facebook page have jumped 55% this year and the show has averaged 1.58 million YouTube plays a month so far this year.

Seven Network Director of Morning Television, Sarah Stinson, said: "Our commitment to delivering the very best in morning television has paid off.

"**Sunrise, The Morning Show** and **Weekend Sunrise** have won the ratings year again,



proving Australian viewers continue to trust us to bring them compelling news, entertainment, sport and everything in between.

“It is a testament to the tireless work of our entire team both on and off air that we remain market leaders with content that continues to connect with audiences across the country,” she said.

“This achievement wouldn't be possible without the unwavering support of you, our viewers; we do not take that for granted and will continue to evolve to ensure you get the standard of programming you deserve.”

**Sunrise** co-host, Natalie Barr, said: “This means a lot. The first full year Shirvo’s been on the team, and what an amazingly talented hard-working team it is. You don’t see them on TV but when you watch our show, but they are the glue and the heart and soul of our **Sunrise** family. Very proud of everyone. Thanks for watching.”

**Sunrise** co-host, Matt Shirvington, said: “Wow, what a year, what a ride and it’s not over yet! Thanks to everyone at home for tuning in. You laughed with us, you cried with us. It means so much that you choose to hang out with us every morning. I am so proud of Nat and the whole **Sunrise** family, who are the most passionate, professional and hardworking team on TV.”

The **Sunrise** total TV audience numbers so far this year are:

Market	Period	Sunrise	Today
National	Survey year-to-date	<b>389,700</b>	327,100
	Calendar year-to-date	<b>389,100</b>	325,300

The **Weekend Sunrise** total TV audience numbers so far this year are:

Market	Period	Weekend Sunrise	Today
National	Survey year-to-date	<b>382,900</b>	288,700
	Calendar year-to-date	<b>383,700</b>	287,600

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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 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](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.

Source: VOZ, Total TV Audience YTD Average, Monthly Average Reach, CYTD. TAM Metro Regional Shares Exl spill, BVOD, Excl Today in Paris.