



Monday, 18 September 2023

Sunrise wins the 2023 breakfast battle

#1 at breakfast for 20th year in a row

#1 every single day this year

Two decades after it claimed the breakfast TV crown, the Seven Network's **Sunrise** remains the most-watched breakfast program on Australian screens.

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 day so far this year nationally.

The Morning Show with Larry Emdur and Kylie Gillies has achieved the same impressive result – and has been #1 for the past 16 years.

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

Every month, **Sunrise** reaches more than 4.2 million Australians nationally, with **Weekend Sunrise** reaching 2.9 million and the weekday **The Morning Show** reaching 3.2 million.

Across 2023, **Sunrise** has increased the lead over its nearest competitor, attracting more than 30% more viewers nationally and almost 15% more in the capital cities. In regional Australia, it is a remarkable 59% ahead.

This year, **Sunrise** is #1 across all capital cities; dominates breakfast viewing in New South Wales, Victoria, South Australia, Queensland, Western Australia and Tasmania; and reigns supreme across regional Australia. Its national BVOD audience has increased 13% so far this year.

In the capital cities, **Sunrise** has a commanding 46.5% commercial audience share, or 6.8 points more than its nearest competitor. Its audience share in regional markets is 52.3%, or 19.8 points bigger.

Every month, millions more Australians watch **Sunrise** on social media and 7NEWS.com.au/sunrise.

Sunrise has a combined 2.6 million followers across Facebook, Instagram, TikTok and YouTube. Visits to the **Sunrise** Facebook page have jumped 50% this year and the show has averaged 4.7 million YouTube plays a month over the past 12 months.

Seven Network Director of Morning Television, Sarah Stinson, said: "To be number one across Australia, the five capital cities and in every single state is an accomplishment we never take for granted.

"Thank you to our incredible viewers who have made **Sunrise**, **Weekend Sunrise** and **The**



Morning Show Australia's most-watched breakfast and morning programs day in, day out.

"And thank you to Nat, Shirvo, Kochie, Kylie, Larry, Matt and Monique and the entire on-air crew, as well as the passionate team behind the scenes, for their relentless commitment to keeping Australia informed, enlightened and entertained," she said.

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

Market	Period	Sunrise	Today
National	Survey year-to-date	367,000	282,000
	Calendar year-to-date	367,000	277,000

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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.