



Tuesday, 13 February 2024

Super Bowl Monday a touchdown for Seven Reaches 2.7 million, up 43% on 2023. Live streaming soars 128%

The Seven Network's massive live and free broadcast of the Super Bowl LVIII was a runaway hit with viewers yesterday, as the Kansas City Chiefs' thrilling overtime victory over the San Francisco 49ers reached 2.7 million Australians across Seven and [7plus](#). The game itself reached 2.55 million.

The most anticipated Super Bowl in recent memory, both on and off the field with the arrival of Chiefs Tight End Travis Kelce's megastar girlfriend Taylor Swift, had an average national total TV audience of 800,000, up 67% on last year.

BVOD viewing alone soared. The live stream on 7plus delivered 128% growth year-on-year with 37.7 million minutes streamed.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "The biggest stars on the biggest stage, in front of record audiences: Super Bowl LVIII on Seven and 7plus had it all.

"Super Bowl is one of the world's greatest sporting spectacles, and while we think our American friends can take a leaf or two out of our AFL broadcasting playbook, Seven's NFL coverage only keeps growing, smashing last year's already strong audience record across broadcast and digital."

Seven West Media Chief Digital Officer, Gereurd Roberts, said: "The Super Bowl is yet another excellent example of 7plus' power to bring mass cultural moments – from around the world – live and free to all Australians.

"This year's massive numbers are a testament to both Australians' appetite for digital sport content delivered where and how they want it, and the power of a market-leading user experience that takes them inside the heart-racing moments shaping the global sport and culture conversation."

For more information, please contact:

Neil Shoebridge
M: 0417 511 012
E: neil@skmediagroup.com.au

Andrew Knowles
M: 0449 510 357
E: andrew@skmediagroup.com.au

Media Release

That's massive.



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](#); *The West Australian*; and *The Sunday Times*. 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: please contact Seven Network for source information.