



# Media Release

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## **The Voice soars on Seven and 7plus Biggest show in 2021, biggest season launch since 2015, audience up 24% on 2020**

The unmissable new season of **The Voice** has become an instant hit on Seven, breaking digital and broadcast records in its first three nights.

Hitting the right notes with fans, **The Voice** is the most-watched entertainment program so far in 2021 in 25 to 54s and total people, with the first three episodes averaging 1.72 million overnight viewers nationally, including 1.19 million in the capital cities.

The spectacular launch episode was watched by 2.14 million Australians nationally, including time-shift viewing and over 226,000 on [7plus](#), giving the singing competition its biggest launch since 2015 and Seven its biggest entertainment show launch since 2016.

With the megastar line-up of coaches Keith Urban, Rita Ora, Guy Sebastian and Jessica Mauboy, the first episode also smashed records on [7plus](#) to become the biggest entertainment show launch on the streaming service ever, and the #1 live streamed entertainment show launch in Australia in 2021.

**The Voice** is #1 in its timeslot across all key demographics and up 24% in total people nationally on the 2020 season and up 21% across the capital cities.

The first three episodes have also lifted Seven's timeslot audience by an average of 121% in 25 to 54s and 111% in total people.

**The Voice** has been the #1 live and on-demand streamed show every night in Australia since launch, with the average [7plus](#) audience for the first three episodes up 66% on the same episodes in 2020.

Seven's Network Director of Programming, Angus Ross, said: "The incredible new season of **The Voice** on Seven is the best yet. We knew the global mega-hit format would captivate Australian audiences with its strongest ever line-up of superstar coaches and world-class artists, and we're thrilled at the record audiences on television and [7plus](#). With more electrifying performances and spinetingling chair-turning moments to come, the new season will only get better."

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*Source: OzTAM (Metro Broadcast, National BVOD), RegionalTAM (Comb. Agg Markets). The Voice: 8-10/8/2021. Average audience national (metro + regional) and capital cities (metro). Total Audience: Broadcast overnight + BVOD (live + VOD to 3 days, includes co-viewing). The Voice 2021 (Seven) vs 2020 (Nine, 24-26/5/2020). Timeslot growth based on Metro timeslot vs same day/timeslot on 7primary in 2020. Data: Overnight data (preliminary 10/8/2021). The Voice #1 entertainment program based on Eps 1-3 vs full program averages, national average overnight audience. The Voice #1 entertainment program based on Eps 1-3 vs full program averages, national average overnight audience.*

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