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## **7plus sets new Australian streaming record More than 238 million minutes streamed**

The first day of competition in the Olympic Games Tokyo 2020 saw the Seven Network's [7plus](#) platform achieve a gold medal of its own: the record for the biggest day of live streaming in Australian television history.

An extraordinary 238.7 million minutes were streamed on [7plus](#) yesterday, shattering the previous record of 86 million for the State of Origin rugby league match on 14 July this year.

The [7plus](#) total comprised 207.9 million live streamed minutes and 30.8 million video-on-demand minutes. As a result, [7plus](#) captured a record-setting 93.5% share of commercial free-to-air live streaming, and an 80.9% share of total minutes (live plus VOD).

Yesterday also marked a record for [7plus](#) in terms of advertising revenue booked in one day.

Seven West Media Chief Digital Officer, Gereurd Roberts, said: "We knew the Olympic Games Tokyo 2020 would be a massive event across both digital and broadcast, but the numbers on [7plus](#) have exceeded all of our expectations and set a new standard for streaming in Australia.

"Tokyo 2020 will be the biggest digital media event Australia has ever seen. If we are setting new streaming numbers after just one day, imagine what the next fortnight or so is going to look like.

"Australians have really embraced the innovative and incredibly comprehensive coverage on Channel 7, 7mate and [7plus](#), with a viewer experience and features that have never been seen here before. We're delighted with how people are responding to our coverage," he said.

### **For more information, please contact:**

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**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.

