

Sunday, 22 September 2024

What about free?

A new era of digital sport streaming kicks off on 7plus Sport

The way Australians watch and engage with live sport has changed forever with the Seven Network bringing Australia's #1 winter and summer sports – the AFL and cricket – to their new home on [7plus Sport](#).

A defining moment in the digital streaming revolution, the launch of 7plus Sport means every Australian can now live stream AFL football matches and the best international and domestic cricket on home soil – including Saturday's blockbuster 2024 **AFL Grand Final** and the upcoming Test summer between Australia and India – all for free on 7plus Sport.

Adding to Seven's already extensive digital sport offering which includes horse racing, boxing, Supercars, AFLW, LIV Golf, cycling, hockey, athletics, netball and so much more, Australians will now be able to watch every Seven sport, live and free on any device from anywhere in Australia at any time.

Fronting the new 7plus Sport campaign is Aussie music legend and proud 7plus Sport "fanbassador" Shannon Noll, who has reimagined his iconic hit *What About Me* in a high-energy television commercial. It features 7SPORT's biggest names including Ricky Ponting alongside his son Fletcher, Bruce McAvaney, Mel McLaughlin and Aaron Finch, and showcasing the smorgasbord of sports available to all Australians on the digital platform.

For dedicated sports fans and advertisers, this new era of digital sport broadcasting further cements Seven and 7plus as Australia's Home of Sport.

Gereurd Roberts, Group Managing Director, Seven Digital, said: "The launch of 7plus Sport represents the most significant change in Australian sport in decades. For the very first time, all Australians will be able to watch AFL and cricket anywhere, at any time and on any device – live and free. To say it is a game changer for fans, sporting organisations and advertisers is a massive understatement.

"In addition to AFL and cricket, we will be rolling out many new programs and features across 7plus Sport to keep fans informed, entertained and engaged week in, week out, 52 weeks a year. Stay tuned for some big announcements.

“A big launch deserves a big singer and a big song, and who better than Nollie and an Australian anthem? The launch of 7plus Sport marks a new era in Australian sport and a step change for Seven,” he said.

Seven’s Head of Sport Digital, Kirsty Bradmore, said: “This is a landmark moment in Australian sports broadcasting, and we cannot wait to finally deliver every nail-biting moment of Saturday’s **AFL Grand Final** and the upcoming summer of cricket, all live and free on 7plus Sport.

“With supercharged digital rights for our nation’s biggest and most popular winter and summer sports, we’re not just delivering more sports content than ever before, we’re making them accessible to every Australian everywhere.

“In 2025, 7plus Sport will become the ultimate destination for AFL fans, delivering footy content every day of the week. Whether it’s live matches, in-depth analysis, or exclusive behind-the-scenes content, AFL fans can stay connected to their favorite sport like never before, anytime, anywhere,” she said.

“From tomorrow night’s **Brownlow Medal** to the **AFL Grand Final** and beyond, all Australians can experience the biggest moments in sport, whenever and wherever they want. At Seven, we’re committed to leading the future of sports entertainment and connecting Australians with the moments that move us most, and this is just the beginning.”

Shannon Noll said: “*What About Me* resonates with so many Australians across so many generations. It’s about giving everyone a voice. I’m proud to partner with 7plus Sport for this campaign because I love that it captures the true meaning of the song.

“I was born and bred in a small country town and sport has always been the way people come together and connect within the community. To see people live and breathe footy, cricket and other sports – you wouldn’t want to miss a game, let alone a grand final. To have the campaign align so well with *What About Me* and ensuring that all Australians can enjoy watching sport for free is a dream, and I’m so excited to be a part of it.”

Seven’s full digital rights to the AFL starts with tomorrow night’s **Brownlow Medal** and Saturday’s 2024 **AFL Grand Final** and include the AFLW and the full 2025 season, with matches across every round of the AFL season, and all Finals Series matches available to stream on 7plus Sport live and free.

Seven’s digital rights to cricket debuted on Thursday, 19 September with the Women’s International Series against New Zealand, and continue with the WBBL from Sunday, 27

October; the men's five Test Series against India from Friday, 22 November; BBL from Sunday, 15 December; and the Women's Ashes Series from Sunday, 12 January.

7plus Sport – It's the free trial that never ends!
[Click here to watch the 7plus Sport campaign](#)

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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](#); *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.