

SEVEN SPORT MEDIA RELEASE



2 October 2016

Seven's AFL Grand Final delivers highest audience in a decade

Seven's coverage of the 2016 AFL Grand Final Sydney v Western Bulldogs has amassed the highest TV ratings for the match in a decade with a combined metro and regional average of 4.089 million in-home viewers, up 16 per cent on last year, peaking at 5.160 million viewers.

The audience in metro areas was also the highest since 2006, averaging 3.039 million in-home viewers and peaking at 3.743 million, and a dominant share of 91.2 per cent.

Across Grand Final day, Seven's coverage reached over 6.5 million combined in-home viewers, and 4.8 million in metro areas.

In Melbourne, an average audience of 1.446 million in-home viewers watched the Bulldogs fairy tale unfold, the highest Melbourne audience since the drawn 2010 Grand Final. In Sydney, the average audience was 44 per cent up on last year with 534,000 in-home viewers and a peak of 705,000 cheering on the gallant Swans. It was the highest Sydney audience since their winning 2012 Grand Final.

The 2016 AFL Grand Final will be replayed today in Melbourne on Channel 7 from 3.30pm, while the classic cult footy documentary Year of the Dogs will also be shown from 1.30pm.

2016 AFL Grand Final ratings

COMBINED (METRO + REGIONAL)	COMBINED	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: SYDNEY V WESTERN BULLDOGS	4,089,000	5,160,000

METRO	METRO	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: SYDNEY V WESTERN BULLDOGS	3,039,000	3,743,000

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Average AFL audience for each city

GAME	SYD	MELB	BRIS	ADEL	PERTH
SEVEN'S AFL: GRAND FINAL: SYDNEY V WESTERN BULLDOGS	534,000	1,446,000	370,000	318,000	372,000

Peak AFL audiences for each city

GAME	SYD	MELB	BRIS	ADEL	PERTH
SEVEN'S AFL: GRAND FINAL: SYDNEY V WESTERN BULLDOGS	705,000	1,710,000	489,000	398,000	441,000

Other 2016 AFL Grand Final program ratings

COMBINED (METRO + REGIONAL)	COMBINED	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: GAME DAY	466,000	715,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	683,000	992,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	1,490,000	2,631,000
SEVEN'S AFL: GRAND FINAL: ON THE GROUND	2,831,000	3,265,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	4,110,000	4,733,000
SEVEN'S AFL: GRAND FINAL: POST MATCH	1,126,000	4,039,000

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METRO	METRO	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: GAME DAY	300,000	440,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	484,000	679,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	1,094,000	1,940,000
SEVEN'S AFL: GRAND FINAL: ON THE GROUND	2,132,000	2,435,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	3,120,000	3,500,000
SEVEN'S AFL: GRAND FINAL: POST MATCH	856,000	3,022,000

Further information contact Greg Smith on 0438 777 164

Source: OzTAM (Metro) and RegTAM (Regional). Seven/7mate. Combined (Metro + Regional). Reach: Network National Estimated for Metro and Regional with minimum 5 consecutive minutes viewed. Program performance and ranking information is subject to change as this report is produced on unconfirmed program logs. Metropolitan market Data is copyright OzTAM. Regional market Data is copyright RegTAM.