



Seven is #1 in 2022

Australia's most watched Network

Thursday, 24 November 2022

Seven is Australia's #1 network and growing

#1 in 2022 survey year + calendar year

#1 in 16 to 39s

#1 in news, sport, drama, breakfast

#1 in 29 of 40 survey year weeks nationally

#1 in 21 of 40 survey year weeks in the capital cities

7plus: Up 16%, 10.6 billion minutes streamed



#1 Network

In total people



#1 Network

In 16 to 39s



Up 16%

Year-on-year



#1 Multichannel

In total people



**#1
Drama**



**#1
Winter Sport**



**#1
News**



**#1
Breakfast**



**#1
Morning**



**#1
Lifestyle**



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The Seven Network has finished the official 2022 ratings survey year as the undisputed #1 total TV network across Australia, ranking #1 nationally and across the capital cities.

Seven is the most-watched network in total people and 16 to 39s nationally in both the 2022 OzTAM television ratings survey year and in the 2022 calendar year to-date. In 25 to 54s, Seven is just 0.2 share points, or 2,000 viewers, away from being #1 nationally.

In the capital cities, the Seven Network is #1 in total people in the survey year and has grown its audience shares in total people, 25 to 54s and 16 to 39s during 2022.

By the end of this week, Seven will have won 29 survey weeks nationally, demonstrating the network's consistent leadership across the year. In the capital cities, Seven is on track to win 21 of the 40 survey weeks.

Seven also dominates all key audience demographics in regional markets, ranking #1 in total people, 25 to 54s and 16 to 39s.

Seven's success on television has been matched by the continued strong performance of [7plus](#), which has streamed 10.6 billion minutes and increased its audience 16% year-on-year in BVOD and 41% in live streaming.

Seven in 2022:

- #1 in prime time in total people nationally
- #1 in prime time in total people across the capital cities
- #1 in prime time nationally in 16 to 39s
- #1 in regional markets in total people, 25 to 54s and 16 to 39s
- #1 multichannel in total people – 7two
- #1 multichannel in 25 to 54s and 16 to 39s – 7mate
- #1 multichannel group – 7mate, 7two, 7flix

Seven has the #1 shows in Australia:

- #1 winter sport – AFL
- #1 news program – 7NEWS
- #1 Australian drama – Home and Away
- #1 lifestyle show – Better Homes and Gardens
- #1 daily game show – The Chase Australia
- #1 breakfast show – Sunrise
- #1 morning show – The Morning Show



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2022 survey year

National commercial shares (%):

Network	Total people	25 to 54s	16 to 39s
Seven Network	40.7	36.5	37.2
Nine Network	37.2	36.7	36.2
Network 10	22.1	26.9	26.6

Capital city commercial shares (%):

Network	Total people	25 to 54s	16 to 39s
Seven Network	39.2	34.5	35.5
Nine Network	38.7	38.3	37.4
Network 10	22.1	27.2	27.2

Regional commercial shares (%):

Network	Total people	25 to 54s	16 to 39s
Seven Network	43.8	41.1	42.3
Nine Network	34.3	33.0	32.9
Network 10	22.0	26.0	24.8

Weeks won, total people:

Network	Nationally	Capital cities
Seven Network	29	21
Nine Network	12	19
Network 10	0	0

2022 calendar year

National commercial shares (%):

Network	Total people	25 to 54s	16 to 39s
Seven Network	40.3	36.0	36.84
Nine Network	37.6	37.1	36.76
Network 10	22.2	26.9	26.4



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7plus in 2022



**10.6
BILLION**
minutes streamed

**AUDIENCE
UP 16%**
in 2022

37%

share of commercial
free-to-air BVOD market,
survey year to-date

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: "Seven is Australia's most-watched TV network, delivering unrivalled audiences in 2022 to win the survey year both nationally and in the capital cities. We are #1 nationally, #1 metro, #1 regionally, #1 in total television – no matter how you cut it.

"Seven has once again shown consistent leadership across the year, winning 29 out of 40 weeks nationally, and 21 weeks in the capital cities – more than any of our competitors.

"We are also #1 nationally in the key younger 16 to 39 demo and less than half a point from #1 in 25 to 54s. We are #1 in total people and in all key demos among regional markets.

"Seven has now won 14 of the past 16 years and our continued leadership and momentum in 2022 has proved that no other network has the unique and powerful mix of sport that grips the nation, the biggest entertainment shows and hugely popular news content that brings Australia together," he said.

"7plus has also delivered outstanding audience numbers, streaming more than 10.6 billion minutes of content so far this year. The platform reaches over four million active and consented users a month and in 2022, it increased its total live and on-demand streaming by 16% year-on-year.

"With COVID no longer impacting our schedule, we can finally deliver the massive new shows we've been promising, including *Australian Idol*, *Million Dollar Island* and all our returning hit shows. Coupled with our investments in the AFL and must-watch content from our new agreement with NBCUniversal, we are building and will only get stronger in total television. We've taken the ratings crown in 2022 with one less multichannel than the competition, so with the addition of 7Bravo to our family of channels on 15 January next year, 2023 is set for growth," Mr Warburton said.



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Seven's Chief Content Officer, Entertainment Programming, Angus Ross, said: "Our successful schedule in 2022 has created momentum that will continue into next year with an unbeatable content line-up of the best news, sport, drama, entertainment and special events that will inform, engage and entertain the nation."

"The powerful line-up coming to Seven and 7plus in 2023 includes the new shows *Australian Idol*, *Million Dollar Island*, *Blow Up*, *The Claremont Murders*, *The 1% Club*, *We Interrupt This Broadcast*, the *TV WEEK* Logie Awards and the highly anticipated *FIFA Women's World Cup Australia & New Zealand 2023™*."

"The new shows for 2023 will join an unmatched content schedule that already stars Australia's #1 sport in the AFL, *7NEWS*, *Sunrise*, *7NEWS Spotlight*, *Home and Away*, *The Chase Australia*, *The Voice*, *Farmer Wants A Wife*, *RFDS*, *SAS Australia*, *My Kitchen Rules*, *Big Brother*, horse racing, cricket, *Supercars* and much, much more," he said.

"On 15 January 2023, we will also reveal the most exciting new channel launched in Australia in years, *7Bravo*, bringing the very best of NBCUniversal's extraordinary reality and true crime content to all Australians, live and free. The arrival of *7Bravo* means that our dominant line-up of multichannels will become even stronger."

Seven Chief Revenue Officer, Kurt Burnette, said: "We have a clear strategy for continued growth in content, audience and technology. With that in mind Seven has been building for something special over the course of 2022 into 2023 and beyond."

"This year was a winning year for Seven as the most-watched network. Our content and innovation plans for 2023 are electric. They include five new massive tentpole programs, new cultural sporting events to stop the nation, a brand new linear and live streamed channel with thousands of hours of new BVOD content, and *7NEWS* leading nationwide. They will all help to create growth for partners in a trusted, easy and brand safe way."

"While our streaming numbers continue to soar and offer enormous opportunity for advertisers, it will be the combination with the powerful linear TV audience in a converged approach that will play a key part in advertiser success. Total TV is still unquestionably the most powerful way to reach Australians at scale and with Seven it will only get bigger next year," he said.









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News and Public Affairs

Australia's favourite news and public affairs shows are on Seven


	National Viewers	BVOD Audience	TOTAL AUDIENCE
	1,507,000	70,000	1,578,000
	The Grateful Goodbye- Night increased its timeslot audience 50% year-on-year in total people		
	National Viewers	BVOD Audience	TOTAL AUDIENCE
	1,484,000	32,000	1,516,000
	#1 weeknight news program, won 40 weeks in 2022		
	National Viewers	BVOD Audience	TOTAL AUDIENCE
	1,453,000	27,000	1,480,000
	#1 Sunday news program, won 40 weeks in 2022		
	National Viewers	BVOD Audience	TOTAL AUDIENCE
	1,213,000	54,000	1,267,000
	Increased its timeslot audience 169% year-on-year in total people, 139% in 25 to 54s		
	National Viewers	BVOD Audience	TOTAL AUDIENCE
	1,171,000	19,000	1,190,000
	#1 Saturday news program, won 40 weeks in 2022		
	National Viewers	BVOD Audience	TOTAL AUDIENCE
	621,000	35,000	656,000
	The Platinum Party At The Palace drew 1.4 million total viewers – the biggest audience ever for a 7NEWS Spotlight episode		



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	National Viewers	BVOD Audience	TOTAL AUDIENCE
	388,000	17,000	405,000
#1 breakfast TV program, won every week it was broadcast in 2022, #1 for 19 years in a row			


	National Viewers	BVOD Audience	TOTAL AUDIENCE
	220,000	9,000	229,000
#1 morning TV program, won every week it was broadcast in 2022, #1 for 15 years in a row			

Entertainment

The entertainment shows Australia loves to watch

	National Viewers	BVOD Audience	TOTAL AUDIENCE
	1,218,000	172,000	1,390,000
Increased its timeslot audience 6% year-on-year in total people			

	National Viewers	BVOD Audience	TOTAL AUDIENCE
	908,000	174,000	1,082,000
#1 in its timeslot in total people and women			

	National Viewers	BVOD Audience	TOTAL AUDIENCE
	1,068,000	9,000	1,077,000
Increased timeslot audience 38% year-on-year in men 25 to 54			

	National Viewers	BVOD Audience	TOTAL AUDIENCE
	980,000	55,000	1,035,000
#1 program in its timeslot in total people and people 25 to 54			



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	National Viewers	BVOD Audience	TOTAL AUDIENCE
	897,000	104,000	1,001,000
	Total audience up 24% with BVOD, up 38% in 18 to 39s		
	National Viewers	BVOD Audience	TOTAL AUDIENCE
	917,000	62,000	979,000
	Increased timeslot audience 11% in total people year-on-year		
	National Viewers	BVOD Audience	TOTAL AUDIENCE
	820,000	122,000	942,000
	#1 in its timeslot in total people 25 to 54s		
	National Viewers	BVOD Audience	TOTAL AUDIENCE
	812,000	130,000	942,000
	Australia's #1 local regular drama		
	National Viewers	BVOD Audience	TOTAL AUDIENCE
	834,000	56,000	890,000
	Increased its timeslot audience year-on-year in total people		
	National Viewers	BVOD Audience	TOTAL AUDIENCE
	756,000	89,000	845,000
	Increased its timeslot audience 7% year-on-year in total people		




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	National Viewers	BVOD Audience	TOTAL AUDIENCE
	798,000	31,000	829,000
	#1 daily game show, won 40 weeks in 2022		


	National Viewers	BVOD Audience	TOTAL AUDIENCE
	681,000	142,000	823,000
	Increased its timeslot audience 24% in total people year-on-year		

	National Viewers	BVOD Audience	TOTAL AUDIENCE
	613,000	163,000	776,000
	Total audience up 27% in BVOD, up 50% in 18 to 39s		

	National Viewers	BVOD Audience	TOTAL AUDIENCE
	696,000	16,000	712,000
	Australia's #1 lifestyle show		

Sport




Seven is home to Australia's best and most-watched sports

	National Viewers	BVOD Audience	TOTAL AUDIENCE
	3,180,000	NA	3,180,000
	AFL Grand Final reached 5.76 million viewers		



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	National Viewers	BVOD Audience	TOTAL AUDIENCE
	1,440,000	70,000	1,510,000
	Bathurst 1000 race up 9% year-on-year nationally in total people		
	National Viewers	BVOD Audience	TOTAL AUDIENCE
	1,020,000	N/A	1,020,000
	Up 5% on the last 2017-18 Ashes series on home soil nationally		
	National Viewers	BVOD Audience	TOTAL AUDIENCE
	481,000	23,000	504,000
	#1 sport entertainment program		

#1 multichannel group:



#1 Multichannel
In total people



#1 Multichannel
In 25 to 54s and 16 to 39s





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Top 20 programs of 2022

Rank	Program	National	BVOD	Total
1	Seven's AFL: Grand Final: Geelong v Sydney	3.09m	94,000	3.18m
2	Seven's AFL: Grand Final: Presentations	2.53m	124,000	2.66m
3	Seven's AFL: Grand Final: On The Ground	2.37m	69,000	2.44m
4	The Voice – Launch	1.41m	197,000	1.60m
5	Seven's AFL: Saturday Afternoon Football Finals	1.58m	0	1.58m
6	7NEWS: The Grateful Goodbye, Night	1.51m	71,000	1.58m
7	7NEWS: The Grateful Goodbye	1.48m	68,000	1.55m
8	7NEWS Monday to Friday	1.48m	32,000	1.52m
9	Supercars Championship: Bathurst 1000 Race	1.44m	70,000	1.51m
10	Seven's AFL: Friday Night Football Finals	1.50m	0	1.50m
11	The Voice – Monday	1.33m	158,000	1.49m
12	7NEWS Sunday	1.45m	27,000	1.48m
13	The Voice – Sunday	1.30m	166,000	1.46m
14	7NEWS at 6.30	1.43m	33,000	1.46m
15	The Voice – Grand Final Winner Announced	1.31m	148,000	1.46m
16	The Voice – Tuesday	1.28m	153,000	1.44m
17	The Voice – Monday	1.27m	153,000	1.42m
18	7NEWS Spotlight: The Platinum Party At The Palace	1.35m	46,000	1.40m
19	The Voice – Grand Final	1.30m	57,000	1.36m
20	The Voice – Wednesday	1.20m	149,000	1.35m



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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, My Kitchen Rules, AGT, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Home and Away, The Chase Australia and Better Homes and Gardens, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and Supercars.

Source: Metro (OzTAM), RegionalTAM (comb. agg markets inc WA and Tas). Total audience: linear metro and regional and BVOD average audience. Linear for survey year: weeks 7 to 47 (excl Easter weeks) prime time 1800-2400 and overall 0600-2400. CYTD weeks 1 to 47, consolidated, L7D overnight, BVOD: weeks 7 to 47 v Weeks 7 to 47 excl Tokyo Olympics 2021. Multi channel ranking: Metro 5 Cap.