

Medig Release

Sunday, 11 July 2021

Seven gets the growth in first half

- #1 in audience share growth
- #1 network in nine of past 11 weeks
- 7plus up 30% in past three months

The Seven Network heads into the second half of 2021 as the network achieving the strongest growth in its commercial audience share.

At the mid-point of the survey year, Seven has the biggest audience share growth of any commercial free-to-air television network in total people, up 1.1 share points. It is also up 0.7 points in the key advertising demographic of people 25 to 54.

From late April to yesterday, Seven stole a march on the competition and was the #1 network in total people and 16 to 39s.

Seven's powerful results are driven by a successful schedule of exciting new and proven content across television and 7plus.

Tentpole shows Farmer Wants A Wife, Big Brother and Dancing With The Stars: All Stars delivered big and engaged audiences, while the AFL, 7NEWS, Sunrise, The Morning Show, The Chase and Better Homes and Gardens dominated their timeslots. Home and Away continued to shine and maintained its position as Australia's #1 drama.

In BVOD, <u>7plus</u> recorded an 30% increase in audience numbers in the past three months and currently commands a 36% commercial free-to-air share.

Seven's Director of Network Programming, Angus Ross, said: "Seven is the only network with strong momentum this year. We have momentum in our ratings performance and momentum in our content schedule across television and digital

"Farmer Wants A Wife has launched strongly over the past week, with an average of 1.41 million viewers nationally, and it will be followed by Tokyo 2020, the AFL Finals Series, The Voice, SAS Australia, Big Brother VIP, the Ashes Test series and much more.

"The simple fact is that no other network can match our schedule – a schedule that will see Seven back at #1 for 2021."



FIRST HALF 2021 HIGHLIGHTS

Total people: commercial audience shares (%)

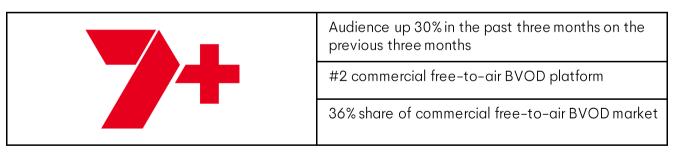
	First half 2021	First half 2020	Change*
	37.5	36.3	+1.1
•••	38.6	38.1	+0.5
10	23.9	25.6	-1.6

People 25 to 54: commercial audience shares (%)

	First half 2021	First half 2020	Change*
7	33.6	32.9	+0.7
	38.3	37.6	+0.8
10	28.1	29.6	-1.5

^{*} Change in percentage points

7plus:



NEWS AND PUBLIC AFFAIRS

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

NEWS SUNDAY	National viewers	Metro viewers	BVOD audience	Total audience
	1,556,000	1,031,000	16,000	1,516,000
	#1 Sunday news program. Won 16 weeks in first half of 2021			

	National viewers	Metro viewers	BVOD audience	Total audience	
NEWS	1,525,000	970,000	19,000	1,544,000	
MON TO FRI	#1 weeknight news program. Won every week in first half of 2021				

	National viewers	Metro viewers	BVOD audience	Total audience
NEWS	1,233,000	802,000	11,000	1,244,000
SATURDAY	#1 Saturday r	news program.	Won 15 weeks in	first half of 2021

	National viewers	Metro viewers	BVOD audience	Total audience
NEWS	977,000	627,000	45,000	1,022,000
	7NEWS Spot	light: The Phen	omenon average	d 1.18 million



THE MORNING SHOW	National viewers	Metro viewers	BVOD audience	Total audience
	236,000	142,000	5,000	241,000
	#1 morning T\	/ program. Wo	n every week in fi	rst half of 2021



ENTERTAINMENT

Seven's entertainment programs are proven hits.

dancing Twith the Stars	National viewers	Metro viewers	BVOD audience	Total audience
	1,058,000	711,000	55,000	1,113,000
	Increased tin	neslot audience	e 18% in total pe	ople year-on-year

	National viewers	Metro viewers	BVOD audience	Total audience	
BIG BROTHER>	938,000	651,000	163,000	1,101,000	
	Increased timeslot audience 10% in 25 to 54s and 17% in 16 to 39s year-on-year				

	National viewers	Metro viewers	BVOD audience	Total audience
Home and Away	944,000	577,000	124,000	1,068,000
	Australia's #1	drama progra	m	

MINICOLF MASSIVE FUN	National viewers	Metro viewers	BVOD audience	Total audience
	862,000	562,000	49,000	911,000
	Increased timeslot audience 22% in 25 to 54s and 30% in 16 to 39s year-on-year			

	National viewers	Metro viewers	BVOD audience	Total audience
# CHASE	854,000	522,00	18,000	872,000
	#1 daily game	show. Won e	very week in the	first half of 2021

Better Hund Gardens	National viewers	Metro viewers	BVOD audience	Total audience
	738,000	446,00	11,000	749,000
	Australia's #1 lifestyle show			



SPORT

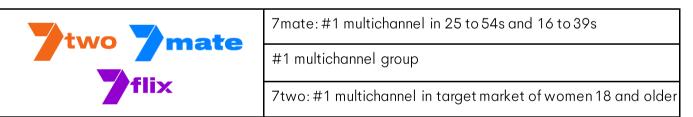
Seven is home to Australia's best sports and the most-watched winter sport, the AFL.

AFI	National viewers	Metro viewers	BVOD audience	Total audience
	700,000	522,00	n/a	700,000
Premiership Season to-date	#1 winter sport.			

SUPERCARS	National viewers	Metro viewers	BVOD audience	Total audience
	434,000	239,000	12,000	446,000
	Seven's two rounds of Supercars, up 16% on 2020 on Network 10			

FRONT BAR	National viewers	Metro viewers	BVOD audience	Total audience
	452,000	347,00	16,000	468,000
	#1 sport entertainment program			

MULTICHANNELS



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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 bus inesses, 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.

Source: OzTAM (Metro Broadcast, National BVOD), RegionalTAM (Comb. Agg Markets). 2021 First Half Survey Year: Wks 7-28 (excl Easter Wks) – Programs exclude Thu-Sat Wk 28 due to data availability at time of analysis. Primetime: 1800-2400. Commercial FTA Network Shares. Total Audience: Broadcast + BVOD. Seven News (News hour, M-F 6-7pm), Sunrise (excl Early), The Morning Show (excl Extra), The Chase Australia (excl 5pm), Holey Moley Australia (excl Specials and Glory), Home and Away (incl Late), Better Homes and Gardens (excl PM), Supercars Live Race only; Seven's 2021 Mt Panorama 500 & Darwin vs TEN's 2020 Adelaide 500 & Darwin. 7plus growth: 2021 Wks 18-28 v Wks 7-17. BVOD, 3.1 (incl co-viewing) Live + VOD7Days. Broadcast: Cons7 Wks 7-27, Overnight Wk 28 (due to data availability at time of analysis).

