

Tuesday, 1 July 2025

Seven: Australia's largest regional commercial network

Acquisition of Southern Cross Media's regional television licences completed

The Seven Network has cemented its position as Australia's largest regional commercial television network following the completion of the acquisition of Southern Cross Media Group's (ASX: SXL) television licences in Tasmania, Darwin, Spencer Gulf, Broken Hill, Mount Isa, and Remote, Central and Eastern Australia.

Seven currently reaches about 17.5 million people across Australia each month, including 5.7 million people living in regional areas. Seven is the most-watched free-to-air broadcaster in regional Australia, with a 44.5% commercial audience share.

Seven West Media Managing Director and Chief Executive Officer, Jeff Howard, said: "Seven is proud to be Australia's largest regional commercial television network. We're excited to expand into these new markets and further harness the strength of our news, sport and entertainment content – across both Seven and [7plus](#).

"Following the acquisition of Southern Cross Media's television assets, **7NEWS** has unparalleled breadth and depth across regional Australia, and we will be upscaling our investment in news across these markets to reflect the importance of these communities. Ownership of these licences will allow us to connect directly with these regions moving forward."

In regional Australia, **7NEWS** has one of the highest rated 6.00pm bulletins in the country, with an average total TV audience of almost 440,000 so far this year.

Seven's Director of Regional News, Paul Patrick, said: "**7NEWS** is an intrinsic part of the communities we operate in, with the only local 6.00pm bulletins in all our major regional markets. From our journalists to our camera operators, and production teams across the country, we are passionate about telling local stories that resonate with our local audiences. We are their voice."

Seven's half-hour local **7NEWS** bulletins are broadcast in Queensland (Cairns, Townsville, Mackay, Central Queensland, Wide Bay, Sunshine Coast and Toowoomba), New South Wales (North/Mid North Coast, Tamworth, Central West, Riverina and Border), and regional Western Australia.

Seven will be continuing Tasmania's one-hour, locally produced bulletin seven nights a

week after the SXL acquisition. Seven will soon provide news updates in Spencer Gulf (Whyalla and Port Pirie, South Australia), Darwin and Broken Hill, alongside our updates in Newcastle, Wollongong, Canberra, Bendigo, Ballarat, Gippsland and Mildura.

Seven's National Sales Director, Regional Sales, Greg Gabel, said: "Seven is proud to go above and beyond to support our local communities. From sponsoring the 7Rocky River Run to supporting Volunteer Marine Rescue and junior AFL teams in every state, we thrive on being an integral part of regional Australia."

Seven is committed to regional jobs in regional communities, with regional news hubs in Maroochydore (Queensland), Bunbury (Western Australia), Launceston (Tasmania) and Canberra. In addition, Seven has journalists, camera operators and production teams creating local content in Cairns, Townsville, Mackay, Rockhampton, Bundaberg, Hervey Bay, Sunshine Coast, Toowoomba, Ballina, Coffs Harbour, Port Macquarie, Taree, Tamworth, Orange, Dubbo, Canberra, Wagga Wagga, Albury, Launceston, Hobart, Geraldton, Bunbury and Albany.

Mr Howard said: "Despite our best endeavors, we have been unable to reach a mutually acceptable commercial agreement with the WIN Network to provide access to Seven via aerial transmission in Riverland, Griffith, and Mount Gambier.

"Seven has not turned off our signal. We continue to provide our content to WIN for broadcast into these markets and WIN has made the decision to switch off the Seven signal to these communities.

"While we are disappointed WIN has made this decision, these communities are important to us and they can access Seven's news, sport and entertainment content live, free and on demand on 7plus," he said.

"In the meantime, Seven is seeking the assistance of the Federal Government and the Australian Communications and Media Authority to help resolve this matter as quickly as possible."

For more information, please contact:

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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 across broadcast television, publishing and digital. The Seven

Network alone reaches about 17.5 million people a month.

The company owns some of Australia's most renowned media businesses and platforms, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; [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**, **Dancing With The Stars**, **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.

Source: VOZ: Total TV average monthly reach 2025 to date, share 6am – midnight, total regional aggregate markets, including regional WA.