

Friday, 27 June 2025

## **Seven secures Esports World Cup 2025** **Multi-game esports tournament live and free on 7plus from 10 July**

The Seven Network today announced it has secured rights to the Esports World Cup 2025 (EWC 2025) in Australia, with the most popular games in the tournament to be broadcast exclusively live and free on [7plus Sport](#) from Thursday, 10 July 2025.

Taking place in Riyadh, Saudi Arabia, EWC 2025 pits the world's top esports clubs and more than 2,000 elite players against one another for a share of US\$70 million: the largest prize pool in esports history.

EWC 2025 features 24 of the biggest esports titles in the world, including *Counter Strike*, *League of Legends*, *DOTA*, *MLBB*, *PUBG* and *Honor of Kings*, with millions of people expected to tune in around the world during the seven-week event. Teams from across the Asia-Pacific region are competing, including Gen G, Talon and Team Secret.

Seven West Media Chief Digital Officer, Gereurd Roberts, said: "By broadcasting the Esports World Cup 2025 on 7plus Sport, we're connecting Australians with a global phenomenon that's redefining sport.

"As the fastest-growing sport worldwide, esports is capturing the imagination of millions, and the EWC is its ultimate stage. Seven is proud to deliver this groundbreaking event live and free on 7plus Sport, inspiring the next generation of gamers and fans."

Seven's National Digital Sales Director, Jordan King, said: "Esports is rapidly expanding, with the EWC 2024 attracting more than 500 million global viewers. We can't wait to bring EWC 2025 to a growing Australian fan base on 7plus Sport, as well as to our advertising partners."

Esports World Cup Foundation Chief Operating Officer, Mike McCabe, said "The Esports World Cup brings together millions of fans, players and creators from every corner of the world.

"It's the scale of the competition and the passion behind it that make EWC so special. Partnering with Seven allows us to bring that energy to life in Australia, giving fans a front-row seat to the world's biggest esports tournament and welcoming them into a global community that continues to grow every day."

Seven's coverage will include EWC's Opening Ceremony, with a live performance from American singer and long-time gamer, Post Malone, and *EWS Spotlight*, a two-hour live

show featuring the biggest moments of EWC, including the thrilling finals across Friday, Saturday and Sunday each week.

Seven's coverage of the tournament kicks off on Thursday, 10 July 2025 at 9.00pm AEST, with teams going head-to-head in *Apex Legends* and *Fatal Fury*. The tournament will be streamed live and free on [7plus Sport](#) until Monday, 25 August 2025.

**For more information, please contact:**

Kaycie Bradford  
Communications Director, Corporate  
M: 0400 002 664  
E: [kabradford@seven.com.au](mailto:kabradford@seven.com.au)

**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 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.