

Tuesday, 10 June 2025

Seven takes the crown with King's Birthday AFL Five days of footy reach 4.6 million

The Seven Network's massive King's Birthday long weekend of AFL scored big with sport fans, with its coverage of five matches from Thursday night to yesterday afternoon reaching 4.6 million people on Seven and [7plus Sport](#).

The combined audience reach across the five days, which included yesterday's Collingwood v Melbourne clash at the MCG and the King's Birthday Eve match between Carlton and Essendon, was up on the same long weekend footy feast in 2024 (6 to 10 June).

Friday's Adelaide Crows v Brisbane Lions showdown reached 1.84 million people nationally, with a total TV audience of 696,000. Yesterday's clash between Collingwood and Melbourne reached 1.8 million and had a total TV audience of 830,000 – Seven's biggest AFL audience so far this year.

The Collingwood v Melbourne blockbuster at the MCG followed Big Freeze 11, with **Sunrise's** Matt Shirvington, swimming superstar Ariarne Titmus, Collingwood legend Peter Daicos, cricket great Mark Taylor and others sliding into Australia's most famous ice bath to raise funds for FightMND.

Seven's Director of Network Sport, Chris Jones, said: "The Big Freeze continues to be one of the most powerful and inspiring moments on the footy calendar. Neale Daniher's courage, leadership and unwavering determination to fight against MND moves the nation every year, and we're proud to help share his message with all Australians.

"Footy fans showed up in big numbers over the long weekend, and the results say it all. When the footy's on, Australians are turning to Seven and 7plus Sport, reaffirming Seven as of Your Home of Footy."

Seven's Head of AFL and Sport Innovation, Gary O'Keeffe, said: "From start to finish, the footy was electric over the long weekend.

"Tight contests, high stakes and memorable moments from the Big Freeze 11 slide, there was something for everyone this weekend on Seven and 7plus Sport, and we're honoured to continue to share the game's biggest and best moments to viewers across the entire nation.

"The incredible work of FightMND, led with passion and purpose by Neale and Bec

Daniher alongside their entire team, is creating real impact. We're honoured to support a cause that means so much to so many, and to help amplify its message to Australians everywhere."

Seven's massive King's Birthday AFL weekend:

Friday, 6 June: Adelaide Crows v Brisbane Lions. National reach: 1.84 million. National audience 696,000, up 19% year-on-year. #1 sport program on Friday, #1 program overall in 25 to 54s and 16 to 39s.

Monday, 9 June: Collingwood v Melbourne. National reach: 1.8 million. National audience 830,000, up 15% year-on-year. #1 sport program on Monday.

Thursday, 5 June: Western Bulldogs v Hawthorn. National reach: 1.6 million. National audience 565,000. #1 sport program on Thursday.

Sunday, 8 June: Carlton v Essendon. National reach: 1.57 million. National audience 463,000. #1 sport program on Sunday.

Monday, 9 June: The Big Freeze At The G. National reach: 1.28 million. National audience 799,000.

Sunday, 8 June: North Melbourne v West Coast Eagles. All states except NSW. Reach: 1.08 million. Audience 372,000.

Saturday, 7 June: GWS GIANTS v Port Adelaide. NSW and South Australia only. Reach: 680,000. Audience 200,000.

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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 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 5.0, overnight national total TV audience and reach. Excludes pre and post match coverage. Includes spill. Total people.