

Friday, 8 August 2025

Brands take centre stage for The Voice **New season premieres this Sunday at 7.00pm on Seven and 7plus**

The new season of the Seven Network's hit entertainment show, **The Voice**, premieres on Seven and [7plus](#) this Sunday night, supported by a chorus of leading partners and sponsors.

Joining **The Voice** this year is Seven's entertainment partner, Shark, alongside Google, Hayu and Collagen Co, with Woolworths and Open Universities Australia continuing their partnerships.

This year's season is set to be the biggest yet, with international chart-topping artist Melanie C (aka Sporty Spice), GRAMMY Award-winning singer-songwriter Richard Marx, multi-platinum selling hitmaker Ronan Keating and genre-defying singer-songwriter Kate Miller-Heidke in the iconic red chairs.

Seven's Network Director of Content, Unscripted, Majella Hay, said: "With a fantastic, fresh, new lineup of coaches in the big red chairs, Sonia Kruger returning as host and an incredible group of artists, this year's season of **The Voice** will hit all the right notes with our viewers."

7RED Head of Entertainment, Charlie Brown, said: "**The Voice** gives brands a powerful platform to connect through music, passion and emotion. In collaboration with our partners, we have crafted market-leading campaigns that embed brands at the heart of **The Voice**, playing an active role in the show's storytelling.

"These campaigns are authentic, engaging and impactful, and highlight the genuine value these brands add to the lives of everyday Australians."

Google Australia Chief Marketing Officer, Suzana Ristevski, said: "We look forward to collaborating with **The Voice** to highlight how live music can sound for people who are hard of hearing — and show that more's possible when medical researchers join forces with Google AI to reimagine hearing aids and deliver clearer sound to more people."

7RED Engine Director of Creative and Design Operations, James Falzon, said: "The 7RED Engine team is working with Google on a campaign which celebrates the importance of music and the power it has to move and inspire.

"Google's partnership with **The Voice** brings to life how Google AI is helping people that wear hearing devices hear better in environments with background noise, and highlights

the benefits of their research and product development.

“The 7RED Engine team has enjoyed working with Shark on a unique integrated campaign with **The Voice** coach, Kate Miller-Heidke,” he said.

“Together we’re delivering content that truly resonates with Australian audiences and embedding Shark’s products into the fabric of some of Australia’s biggest shows, including **Australian Idol**.”

The 2024 season of **The Voice** reached 10.6 million Australians on Seven and [7plus](#) across its 11-week run, and was up 9% on 7plus year-on-year. Last year’s Grand Finale reached 2.31 million Australians, with a national total TV audience of 1.08 million and up 20% on 7plus compared to 2023.

Last Sunday, **The Voice** was the winner of the 2025 *TV WEEK* Logie Award for Best Entertainment Program.

The new season of **The Voice** premieres on Seven and [7plus](#) this Sunday at 7.00pm.

For more information, please contact:

Kaycie Bradford
Communications Director, Corporate
M: 0400 002 664
E: 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 about 17.5 million people a month.

Seven West Media 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**. The Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.