

Sunday, 21 September 2025

## **AFL Finals score big with viewers**

### **More than 8.2 million watch the Finals series on Seven and 7plus Sport**

The Seven Network's coverage of the AFL has reached more Australians than any other winter sport this year, with 16.2 million tuning in to date on Seven and [7plus Sport](#), including 8.2 million for the Finals series.

Yesterday's Preliminary Final between Collingwood and the Brisbane Lions was the highest rated game this year, reaching 3.26 million people nationally, with a national total TV audience of 1.54 million – up 17% on the same match last year. More than 207,000 people tuned in on 7plus Sport, which was the highest 7plus audience this year.

Friday night's clash between Geelong and Hawthorn, reached 3.14 million and had a national total TV audience of 1.3 million – the second highest audience this year.

The average audience for the Finals is up 6% on last year. All eight Finals on Seven were #1 in their timeslots in all people, 25 to 54s, 16 to 39s and grocery shoppers.

Seven of the eight games were the #1 program of the day across all age groups. The only exception was the GWS Giants and Hawthorn clash on the afternoon of Saturday, 6 September, which was pipped by the Saturday night game.

Seven Network Head of AFL and Sport Innovation, Gary O'Keeffe, said: "What a weekend of footy. Brisbane came to the MCG with enormous belief and overpowered Collingwood in a classic Preliminary Final in front of a packed MCG.

"The blockbuster match delivered the biggest AFL audience of the year on Seven and 7plus Sport, a testament to the power of finals footy and the passion of fans right across the country. The atmosphere at the MCG was unbelievable, and you could feel that energy coming through the screen at home.

"We're proud to bring every moment of September live and free to all Australians on Seven and 7plus Sport, with the Brownlow Medal and AFL Grand Final now just around the corner, live, free and exclusively on Seven and 7plus Sport," he said.

As anticipation builds for the **AFL Grand Final** between the Geelong Cats and Brisbane Lions on Saturday, fans will be able to celebrate the AFL's very best players, with the **2025 Charles Brownlow Medal** live, free and exclusively on Seven and 7plus Sport tomorrow night.

Seven's Brownlow coverage kicks off at 5.30pm AEST on 7plus Sport, with **Blue Carpet Confessionals**, before all the glitz and glamour of the red carpet from 7.30pm AEST on Seven, 7mate and [7plus Sport](#).

The **2025 AFL Grand Final** is live, free and exclusively on Seven and 7plus Sport on Saturday, 27 September 2025. Seven's coverage kicks off at 9.00am AEST from the MCG.

## **2025 AFL Finals series on Seven:**

**Thursday, 4 September – Adelaide Crows vs Collingwood:** National reach 2.72 million, national audience 1.09 million.

**Friday, 5 September – Geelong vs Brisbane Lions:** National reach 2.52 million, national audience 934,000.

**Saturday, 6 September – GWS Giants vs Hawthorn:** National reach 2.17 million, national audience 693,000.

**Saturday, 6 September – Gold Coast Suns vs Fremantle:** National reach 2.5 million, national audience 911,000.

**Friday, 12 September – Hawthorn vs Adelaide Crows:** National reach 2.72 million, national audience 1,000,000.

**Saturday, 13 September – Brisbane Lions vs Gold Coast Suns:** National reach 2.56 million, national audience 945,000.

**Friday, 19 September – Geelong vs Hawthorn:** National Reach 3.14 million, national audience 1.3 million

**Saturday, 20 September – Collingwood vs Brisbane Lions:** National Reach 3.26 million national audience 1.54 million.

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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.

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.

Source: VOZ : TOTAL TV, overnight average audience live matches only YOY, Total TV reach overnight live matches Finals series, Total season reach all AFL match live coverages/ pre/post