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Australia's favourite morning shows keep growing in 2025

- **Sunrise, Weekend Sunrise, The Morning Show #1 every week this year**
- **Audiences of all three programs up year-on-year**
- **Sunrise #1 at breakfast for 22 years in a row, The Morning Show #1 for 18 years**

The Seven Network has once again dominated morning television in 2025, maintaining the #1 spot across **Sunrise**, **Weekend Sunrise** and **The Morning Show** every single week of the year and adding new viewers.

All three programs have recorded strong audience growth in 2025, with the winning margins over the nearest competitors also widening. **Sunrise**'s national total TV audience has increased 7% so far this year, while **Weekend Sunrise** is up 6% and **The Morning Show** is up 10%. Audiences on [7plus](#) are up 55%, 61% and 46% respectively.

Sunrise has reigned as Australia's favourite breakfast program for 22 years, with a now unbeatable lead across 2025. Hosted by Natalie Barr and Matt Shirvington from Brekky Central, **Sunrise** has been the most-watched breakfast program nationally every day so far this year.

The Morning Show with Larry Emdur and Kylie Gillies achieved the same impressive result, scoring its 18th year at #1 in the mornings, also winning every day.

Weekend Sunrise, co-hosted by Monique Wright and David Woiwod, has remained the first choice for viewers every Saturday and Sunday, continuing its winning streak as Australia's #1 weekend breakfast show – a position it has held since 2006.

Every month, **Sunrise** reaches more than 4.5 million Australians nationally, with **Weekend Sunrise** reaching 3.4 million and the weekday **The Morning Show** reaching 3.2 million.

This year, **Sunrise** is #1 across all capital cities combined; dominates breakfast viewing in New South Wales, Victoria, South Australia, Queensland, Western Australia and Tasmania; and retains its unassailable lead across regional Australia.

The success of these programs reaches beyond the TV screen. **Sunrise** has a combined audience of 3.3 million followers across Facebook, Instagram, X, TikTok and YouTube.

Videos across **Sunrise**'s socials have accrued more than 348 million views in 2025, with the total audience on social media growing by 246% compared to 2024.

The Morning Show has a combined social audience of 656,000, with videos across these platforms accruing 54.8 million video views so far this year, with the total audience up 478% on 2024. The show's Facebook page has welcomed 16,000 new followers in 2025.

Seven West Media Managing Director and Chief Executive Officer, Jeff Howard, said: "Week in, week out, more Australians turn to **Sunrise**, **The Morning Show** and **Weekend Sunrise** than any other breakfast and morning shows to be informed and entertained. The fact that all three have increased their audiences this year is testament to the talent and commitment of everyone who works on the shows, on and off screen.

"**Sunrise**, **The Morning Show** and **Weekend Sunrise** have an unmatched connection with morning audiences. Congratulations to the entire team for another great year and thank you to our loyal viewers."

Seven Network Director of Morning Television, Sarah Stinson, said: "Beyond just the ratings, the real story of 2025 is about growth. The strong audience increase across all three programs highlights that viewers aren't just loyal, they're increasingly engaged. It reflects the trust Australians place in our morning teams to deliver the news, entertainment and companionship they value to start their day.

"This result belongs to the team. Every person on air, in the control room, the newsroom or production has played a part in making our programs Australia's #1 once again.

"It's their passion, creativity and commitment that keep us ahead, and it's that energy which connects so strongly with our audiences, who we're grateful to for watching each and every day," she said.

Sunrise co-host, Natalie Barr, said: "From the bottom of our hearts, thank you to our wonderful **Sunrise** family for joining us from your lounge rooms, your kitchens and often your bedrooms – laughing with us and urging us to get to the heart of every story and ask the tough questions."

Sunrise co-host, Matt Shirvington, said: "I'm so grateful to work alongside Nat, our brilliant **Sunrise** team and so many people behind the scenes who pour their hearts into every show. We'll keep bringing you the laughs, the stories and moments that matter – every single morning. Thank you!"

The Morning Show co-host, Kylie Gillies, said: "People who watch **The Morning Show**, the guests who come in for segments and the powerfully creative producing team who create the show, all of them are family – a big crazy family who are there for one another

and 'in' on the laughs, jokes and storytelling.

"I'm forever grateful that after 18 years, Laz and I are still a team that people tune into. I think that's because we both still enjoy the show so much. And it shows. People say they can tell. And that makes me very happy."

The Morning Show co-host, Larry Emdur, said: "Eighteen years sounds like the longest time, but it really has flown by. We have fun every day, we laugh every day, and we hope our viewers do too. Thank you for having us in your loungerooms."

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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 in content production 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, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [7plus](https://7plus.com.au); 7NEWS.com.au; *The West Australian*; *The Sunday Times*; [PerthNow](https://perthnow.com.au); [The Nightly](https://tennetwork.com.au); and [Streamer](https://streamer.com.au).

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**, **SAS Australia**, **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: TVMAP VOZ 5.0, Consolidated 7 data including spill. Sunrise vs Today 7-9am, Monday - Friday CYTD: 1.1.2024 - 12.7.2024 vs. 1.1.2025 - 11.7.2025. Total People. TVMAP VOZ 5.0, Consolidated 7 data including spill. Weekend Today vs Weekend Sunrise, excludes late and extra : 1.1.2024 - 13.7.2024 vs. 4.1.2025 - 12.7.2025. Total People. TVMAP VOZ 5.0, Consolidated 7 data including spill. The Morning Show & Today Extra M-F excludes special, late and extra. 29.1.2024 - 12.7.2024 vs 27.1.2025 - 11.7.2025 Total People.