

Saturday, 20 September 2025

## **Geelong's win a ratings victory for Seven Preliminary Final draws Seven's biggest AFL audience this year**

More than 3.14 million people tuned in to watch Geelong's victory over Hawthorn in Friday night's AFL Preliminary Final on Seven, 7mate and [7plus Sport](#).

Last night's game was the biggest AFL audience this season, with an average national total TV audience of 1.3 million, up 8% on the first Preliminary Final of 2024. On 7plus Sport, more than 180,000 tuned in, which was the biggest 7plus audience this season.

Seven's Head of AFL and Sport Innovation, Gary O'Keeffe, said: "What a night of footy. Almost 100,000 passionate fans packed the MCG to see two great rivals battle it out on the hallowed turf, and the atmosphere was absolutely electric.

"Patrick Dangerfield wound back the clock with a monster performance, while Bailey Smith showed exactly why he's a Brownlow favourite. With the crowd in full voice, the stadium sounded incredible – that's finals footy at its very best.

"We're proud to make every final accessible to all Australians, live and free on Seven and 7plus Sport.

"There's still plenty more to come, with today's blockbuster Collingwood v Brisbane Lions Preliminary Final from 4.00pm AEST, plus all the AFLW Round Six action tomorrow, along with the VFL, SANFL and WAFL Grand Finals. There's something for every footy fan, right here on Seven and 7plus Sport."

Seven's coverage of the 2025 AFL Premiership Season has reached more than 15.8 million Australians on Seven and 7plus Sport so far this year, which is up on the same time last season.

The Finals series continues today, with Collingwood taking on the Brisbane Lions live and free from the MCG on Seven, 7mate and 7plus Sport from 4.00pm AEST.

### **For more information, please contact:**

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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.