

Friday, 29 August 2025

## **Legends Game kicks goals during triumphant return Biggest AFL audience this year, reaching 2.3 million Australians**

The Seven Network's broadcast of the iconic Four'N Twenty Legends Game scored the biggest AFL audience of the year, with more than 2.3 million Australians tuning in on Seven and [7plus Sport](#).

Last night's match, which saw the All Stars claim a come-from-behind win over Victoria, had an average national total TV audience of 879,000. It was also the highest rated streaming audience this season, with 130,000 tuning in on [7plus Sport](#).

The Legends Game honours football legend E.J Whitten, who passed away from prostate cancer 30 years ago, and helps raise funds for prostate cancer research and patient care at the Australian Prostate Centre.

Seven assembled a star-studded commentary team for the broadcast, led by resident footy experts Brian Taylor, Matthew Richardson, Rebecca Maddern and Andy Maher, alongside former AFL great Billy Brownless and the game's most iconic boundary rider, Robert "Dipper" DiPierdomenico.

**Sunrise** co-host Matt Shirvington was part of the All Stars winning team, which was led by 7AFL Expert Commentator and St Kilda great Nick Riewoldt as Captain, with Hawthorn icon and Seven's **House of Wellness** co-host Shane Crawford coaching.

7AFL Expert Commentator and Hawthorn legend Luke Hodge was Captain of Victoria, while AFL great and former **7NEWS** Melbourne Sport Presenter, Tim Watson, took the reins as Coach.

Seven Network Director of Sport, Chris Jones, said: "Last night captured the essence of what makes footy great. A huge thank you to all the AFL legends, influencers and fans who combined to make the night a very special one.

"Most importantly, the footy community came together to raise almost a million dollars for prostate cancer research and patient care at the Australian Prostate Centre. We're incredibly proud to be able to broadcast last night and look forward to seeing the match and coverage grow into the future."

Sport Entertainment Network (SEN) Chief Executive Officer and Managing Director, Craig Hutchison, said: "We're incredibly appreciative of the Seven Network's support alongside the legends of the game, fans and sponsors alike who delivered an extraordinary million-

dollar contribution to RULE Prostate Cancer and the Australian Prostate Centre.

“It was brilliant to see legends like Cyril Rioli and Gary Ablett Jr return to the game they love, alongside a long list of Seven stars and AFL icons headlined by Luke Hodge, Nick Riewoldt and Erin Phillips, to bring back the iconic match and connect to a new and younger audience,” he said.

“It was an incredible night for the community and for football, more broadly.”

Seven’s coverage of the 2025 AFL Premiership Season has reached more than 14.5 million Australians on Seven and [7plus Sport](#) so far this year, which is up on the same time last season.

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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: TVMAP VOZ 5.0, TTL PPL Legends Game Average audience and Reach and AFL 2025 regular season reach (match only). Data: Overnight*