

Friday, 5 September 2025

Magpies' victory a ratings win for Seven **First Qualifying Final draws Seven's biggest AFL audience this season**

More than 2.74 million people tuned in to watch the Collingwood Magpies' victory over the Adelaide Crows in the first Qualifying Final of the AFL season on Seven, 7mate and [7plus Sport](#) last night.

Last night's game was the biggest AFL audience this season, with an average national total TV audience of 1.09 million, up 32% on the first Qualifying Final of 2024. On 7plus Sport, more than 128,000 tuned in, which was the biggest 7plus audience this season.

Seven Network Director of Sport, Chris Jones, said: "The audience of more than 2.74 million Australians for last night's Qualifying Final shows just how massive the appetite is for Finals footy on Seven and 7plus Sport.

"We're seeing more Australians than ever turning to 7plus, with streaming numbers hitting new heights.

"As we get deeper into an incredible Finals Series and on the eve of what promises to be one of the greatest cricket summers in recent memory, we can't wait to see those audiences grow even further.

"Seven and 7plus continues to be the home of the nation's biggest sporting moments, bringing fans closer to the action than ever before, live, free and accessible for all Australians," he said.

Seven's Head of AFL and Sport Innovation, Gary O'Keeffe, said: "Last night's contest lived up to every expectation – the Pies proved they deserve their spot in September against an in-form Adelaide outfit, while fans for both sides turned out in force and created an incredible atmosphere.

"Darcy Moore led from the front with one of his standout performances of the year – it was the type of game that reminds us why AFL Finals are the most electrifying sporting theatre in the country and we can't wait to see it all again tonight from the hallowed turf of the MCG when Geelong face the Brisbane Lions.

"As we get closer to that final Saturday in September, you can catch every AFL Finals moment, live and free right here on Seven and 7plus Sport."

Seven's coverage of the 2025 AFL Premiership Season has reached more than 15 million

Australians on Seven and 7plus Sport so far this year, which is up on the same time last season.

The AFL Qualifying Finals continue tonight, with the Geelong Cats taking on the Brisbane Lions, live and free from the MCG on Seven, 7mate and 7plus Sport from 7.00pm AEST.

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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 5.0 National Total TV Average Audience, Total Reach, Overnight. Total People. 04/09/2025.