

Sunday, 28 September 2025

Seven's AFL Grand Final coverage breaks records

- **#1 program of 2025**
- **Highest rated Grand Final since 2016**
- **Record audience on 7plus Sport**

The Seven Network's live, free and exclusive coverage of the **2025 AFL Grand Final** is the most watched program of 2025, with the match reaching 6.1 million Australians on Seven and [7plus Sport](#) and scoring a total TV audience of 4.08 million – up on last year.

The **2025 AFL Grand Final**, which saw the Brisbane Lions take the 2025 Premiership Cup over the Geelong Cats, also had a record audience on 7plus Sport, with 969,000 tuning in for the match alone – up 48% on last year.

The **AFL Post-Match Presentations** reached 5.46 million, with a national total TV audience of 3.8 million, up 18% on 2024. 884,000 also tuned in on 7plus Sport.

The Seven Network was the #1 network on Saturday, with the Grand Final, Post-Match Presentations, Pre-Game Entertainment, On the Ground and **7NEWS** the five most-watched programs in all people, 16 to 39s, 25 to 54s and grocery shoppers.

From 6am to 6pm on Saturday, Seven had an 81.1% commercial national total TV audience share. 7plus was #1 in BVOD on Saturday, with an 86.7% audience share. In live streaming alone, 7plus had a 90.9% share.

The **2025 AFL Grand Final** capped off a stellar AFL season on Seven and 7plus Sport. The Finals Series (excluding yesterday's match) reached 8.7 million people, with the entire season reaching 17.4 million. More than 4.4 million Australians streamed the season on 7plus Sport.

Seven's Head of AFL and Sport Innovation, Gary O'Keeffe, said: "Following record breaking audiences, once again Australian football has solidified itself as Australia's favourite winter sport and we couldn't be prouder to broadcast every minute of the 2025 AFL Grand Final live, free and exclusively on Seven and 7plus.

"Once again, Chris Fagan's side proved they were too strong on Australian sport's biggest day of the year and on top of that, to see Will Ashcroft claim his second Norm Smith Medal was remarkable.

“Throughout the entire season, our 7AFL team both in front of, and behind the camera has worked tirelessly to provide Australians with the best possible broadcast, live and free on Seven and 7plus Sport.

“With 12 hours of live and free coverage on Grand Final Day, which spanned every corner of the MCG and more, we are thrilled that Australian audiences were captivated from 7.00am with **Weekend Sunrise**, all the way through to the post match celebrations and **7NEWS**.

“We want to thank every viewer who has joined us across the season. From the opening bounce at the SCG, right through to the Grand Final post-match celebrations, Australians have embraced Seven and 7plus in record numbers. As we continue with a stellar AFLW season and Finals Series, we also look forward to returning earlier in February for AFL Origin, live and free on Seven and 7plus.”

Seven Network Director of Sport, Chris Jones, said: “Yesterday’s record result across Seven and 7plus Sport was a fitting end to an incredible 2025 Toyota AFL Premiership Season.

“With a seven-day of the week strategy, we were bold in our ambitions for AFL coverage in 2025 and we’re thrilled to have delivered the biggest and best moments, including yesterday’s historic **AFL Grand Final** live and free to all Australians on Seven and 7plus Sport, Your Home of Footy.

“As we look ahead to an epic upcoming spring and summer of sport, headlined by the Bathurst 1000, the spring racing carnival, a mega AFL Women's season and the most anticipated Summer of Cricket in recent memory, Australian viewers are covered all year round, with the best live and free sport available right here on Seven and 7plus Sport.”

Group Managing Director, Seven Digital, Gereurd Roberts, said: “Yesterday’s record audience on 7plus is not only a demonstration of the combination of exceptional content and user experience, but shows how Seven is redefining the way Australians consume live sport.

“It was a fitting way to finish our first season of digital AFL rights, with almost a million new users signing up to the platform since the start of the season in March. And now we have the Bathurst 1000 and a home Ashes series to look forward to.

“The surge in our 7plus audience through the year - driven by premium sport with AFL and cricket, the best news and entertainment, and our premium on-demand lineup - is not only reshaping user behaviour but opening up exciting new opportunities for our clients and agency partners to connect with viewers in more meaningful ways.”

Seven National Television Sales Director, Katie Finney, said: "There's no better platform to connect with audiences than the **AFL Grand Final**. Once again, it demonstrated its dominance by delivering an exceptional audience, solidifying its status as the #1 winter sport for both viewers and brands.

"Seven's AFL coverage reached an impressive 17.4 million viewers this season, offering unmatched reach and engagement across all demographics and screens. Free, live sport is where brands can connect with audiences and cultural moments at scale.

"The biggest events this summer are on Seven and 7plus Sport, including the upcoming Bathurst 1000 in two weeks and the first Ashes Test match between Australia and England starting on November 21."

Seven's 2025 AFL Grand Final by the numbers:

- **AFL Grand Final:** National reach 6.1 million, national total TV audience 4.08 million, including 969,000 on 7plus Sport.
- **AFL Grand Final Post-Match Presentations:** National reach 5.5 million, national total TV audience 3.8 million.
- **AFL Grand Final Pre-Game Show:** National reach 3.9 million, national total TV audience 1.5million.
- **AFL Grand Final Countdown:** National reach 1.2million, national total TV audience 538,000.
- **AFL Grand Final Brunch:** National reach 1 million, national total TV audience 408,000.
- **Weekend Sunrise AFL Grand Final Day Special:** National reach 779,000, national total TV audience 405,000.

Seven assembled football's #1 commentary team for its coverage, including the incomparable Bruce McAvaney, **7NEWS** Melbourne's Rebecca Maddern, Seven's **House of Wellness** and 7Horse Racing Reporter Shane Crawford, Western Bulldogs captain Marcus Bontempelli, James Brayshaw, Campbell Brown, Kane Cornes, Luke Hodge, Abbey Holmes, Cameron Ling, Hamish McLachlan, Kate McCarthy, Nick Riewoldt, Jason

Weekend Sunrise's AFL Grand Final Special was hosted by Monique Ryan and David Woiwood, with live crosses to Mark Beretta and Katie Brown at the MCG. **7NEWS** football reporters Mitch Cleary, Theo Doropoulos, Kate Massey and Xander McGuire also presented breaking news throughout the day.

For more information, please contact:

Emma Francis
Head of Communications – Sport
M: 0415 721 413
E: efrancis@seven.com.au

Kaycie Bradford
Communications Director, Corporate
M: 0400 002 664
E: kabradford@seven.com.au

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, P25-54, P16-39 and Grocery Shoppers Average audience and Reach for the AFL Grand Final vs previous AFL Grand Finals. Data: Overnight. Pre 2022 refers to National (metro + Regional broadcast audience only). 0600-1800 Network Commercial Shares Data: When Watched