

Tuesday, 2 September 2025

Seven's AFL magazine shows kick goals with fans The Front Bar, Unfiltered, The Agenda Setters win viewers and advertisers

As Australia gets ready for the start of the 2025 AFL Finals series this Thursday, the Seven Network's line up of AFL magazine shows has been a hit with fans this year.

The Front Bar and newcomers **The Agenda Setters**, **Footy Feast** and **Unfiltered** on Seven and [7plus Sport](#) rank among the most popular sport entertainment shows in the country with viewers and advertisers – and are drawing new, younger viewers to 7plus Sport.

Hosted by Mick Molloy, Sam Pang and Andy Maher, **The Front Bar** is Australia's #1 sport entertainment show, with an average national total TV audience of 607,000 so far this year. Its audience has jumped 27% since 2022, making it one of Seven's most successful post-8.30pm shows. This year alone it is up 6%, including a 29% increase on 7plus Sport.

Unfiltered, the Wednesday interview program hosted by Hamish McLachlan that was launched in March, is already the second most-watched sport entertainment show in Australia (behind **The Front Bar**), with an average weekly national audience of 222,000 across Seven and 7plus Sport and routinely winning its timeslot.

The Agenda Setters – Seven's new Monday and Tuesday night AFL news and opinion program – fronted by Kane Cornes, Nick Riewoldt, Caroline Wilson and Craig Hutchinson – has won a loyal and growing audience across Seven, 7mate and 7plus Sport. The show has scored an average weekly national total TV audience of 183,000, just behind its nearest competitor. On Tuesday nights, it's the most-watched AFL magazine show.

Seven's AFL shows are growing the number of younger people watching 7plus Sport. Almost two thirds of their viewers on the streaming platform are aged under 55, and half are in the key 25 to 54 age group.

Seven's Head of AFL and Sport Innovation, Gary O'Keeffe, said: "We're incredibly proud of our AFL production team and the way footy fans have embraced our seven-day-a-week offering.

“Across the week there is something for everyone, from fun and warmth to hard hitting news and opinion. It was a huge undertaking from our team as we reset the footy media landscape. And now, new shows like **The Agenda Setters**, **Unfiltered** and **Footy Feast** have secured their place in the weekly footy line up.

“We’re proud of what has been achieved, but it’s just a start, and we can’t wait to build on our offering in season 2026,” he said.

The programs have attracted strong brand support in 2025. **The Front Bar** featured premier partner Lion, plus program sponsors Kia, Youi, BWS and Sportsbet.

DURO-TUSS Cough Products, Sportsbet, Virgin Australia, Hyundai, Betr and Movember supported **The Agenda Setters**. Voltaren partnered with **Unfiltered**, and OMO Ultimate as the naming rights sponsor of **The Wash Up** on Sunday night.

Seven’s National Sport Sales Director, Rob Maclean, said: “Our ambition with the AFL magazine shows was to feed the footy habit of all fans, all week long – from the traditional fan seeking out expert analysis and hard-hitting opinions, right through to the casual fan looking for light entertainment. We wanted to have something to connect with everyone.

“The shows have clearly delivered on that strategy, bringing 25% incremental weekly reach on top of our live match coverage. 7AFL reaches nearly 5 million viewers each week of the season and a million of them are unique to the ancillary programs. This is before we even start to measure the extensive social noise our programs have made.

“These programs are appointment viewing which inherently delivers strong visibility for partners each week, but more than that, they offer brands a connection to content with real relevance and resonance,” he said.

“They have also unlocked further opportunities to increase awareness of important causes, such as helping to change the face of men’s health with Movember, to help fund more programs like Movember Ahead of the Game.”

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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 17.5 million people a month.

The company 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**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.

Source: TVMAP VOZ 5.0, TTL PPL Calendar YTD average audience as at 24.8.25 vs the same time last year. Data: Consolidated7