



Media Release

7upfront'26

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Coming to 7plus in 2026

Australia's fastest growing commercial free streaming platform expands its content slate

The Seven Network has today unveiled its bold and expansive content slate for Australia's fastest growing commercial free streaming platform, [7plus](#).

Returning to 7plus in 2026 are **Ludwig, Doc, The Hunting Party** and **St. Denis Medical**, alongside new series **A Taste For Murder. Las Vegas** and additional seasons of **Law & Order** (original series, **SVU** and **Criminal Intent**) are being added to our premium library.

We're adding more than 6,000 hours of new content from leading global studios to 7plus in 2026, with more than 1,000 hours still to land this year, including **Deadwood, Murder at the End of the World, Blue Bloods, Criminal Minds: Suspect Behaviour, Landscapers, The Good Wife** and **Macgruber**.

Following the recent launch of **Cricket Gold**, which leads into the upcoming Ashes series, 7plus is adding to its expansive list of FAST channels, which are instrumental to driving audience engagement on the platform, with exciting new announcements coming soon.

7plus achieved monumental growth in FY25:

- 1.4 million new user registrations.
- Average daily active users up 31% year-on-year, with average viewing time up 13%.
- Live streaming up 62% year-on-year.
- VOD viewing up 21% year-on-year.
- FAST channel streaming increasing 56% year-on-year.

Seven Group Managing Director, Television, Angus Ross, said: "7plus continues to redefine how Australians engage with premium entertainment and live sport, with this year's **AFL Grand Final** drawing a record audience of nearly a million viewers and the **AFL Finals Series** attracting 171,000 new user registrations to 7plus.

"7plus is home of our premium library, 7plus First exclusives, live streaming and your Seven favourites, with Australia's biggest drama **Home and Away** the most popular program on the platform, averaging over 240,000 viewers per episode this year.



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“In 2026, we’re taking things even further by adding more than 6,000 hours of content sourced from the world’s leading studios. This is premium programming curated to meet the evolving tastes of our audience. And with the highly anticipated Ashes series kicking off in November this year, we expect streaming numbers on 7plus to accelerate rapidly as we head into 2026.”

Seven Group Managing Director, Digital, Gereurd Roberts, said: “With more than a million Australians engaging with 7plus every day, the platform has cemented its place as a must-have entertainment destination – a completely free, competitive rival to subscription services.

“We’re seeing two distinct audience behaviours emerging on 7plus. For some people it is simply the way they watch TV today, while others treat it like an SVOD platform and watch just premium content, entirely on demand.

“With just 9% crossover between those groups, 7plus offers advertisers a powerful opportunity to reach unduplicated audiences at scale.”

Seven’s Director, Content Strategy, 7plus, Andrew Green, said: “As well as our unparalleled slate of content, it is our user experience that also supports our growth. Every new feature on 7plus is designed to make streaming smarter and more intuitive.

“With upcoming ‘Remind Me’ alerts synced to your mobile and a personalised ‘My 7plus’ preference centre, we’re turning choice into convenience and helping people find what they want faster.”

Seven’s Director Distribution & Content Partnerships, Richard Henson, said: “In 2026, we’re taking FAST to new heights, with a powerhouse lineup of around 50 channels – spanning a wide range of genres, and curated to attract and retain high-value audiences.

“Our focus will be on mono-thematic, single-IP and sports channels, all powered by premium, readily recognisable content from the world’s leading studios and our rich Seven library. It’s all about delivering quality, variety and scale to our audiences – fast.”

Top live programs on 7plus in 2025:

1. **AFL Grand Final: Geelong v Brisbane:** streaming audience 985,000.
2. **AFL Grand Final: Presentations:** streaming audience 763,000.
3. **AFL Grand Final: On the Ground:** streaming audience 680,000.
4. **AFL Grand Final: Pre Game Entertainment:** streaming audience 292,000.
5. **2025 AFL Brownlow Medal:** streaming audience 254,000.



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6. **Supercars Championship: Bathurst 1000 Race:** streaming audience 211,000.
7. **AFL Saturday Night Football Finals (22/09):** streaming audience 210,000
8. **Cricket: Fifth Test – Australia v India Day Three Session Two:** streaming audience 179,000.
9. **Cricket: Fifth Test – Australia v India Day Two Session Three:** streaming audience 174,000.
10. **AFL Friday Night Football Finals (21/09):** streaming audience 159,000.

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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.

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**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **The 1% Club**, **The Front Bar** and the **TV WEEK Logie Awards**. The Seven Network is also the broadcast partner of the AFL, Cricket Australia, Supercars and the **Glasgow 2026 Commonwealth Games**.

Source: OZTam VPM Live, VOD and FAST Channel minutes – Full FY 25 vs FY 2024. Top Live Programs of 2025 based of Jan 1 to October 14