

Tuesday, 18 November 2025

Big brands step up to the crease

Stellar line-up of partners and sponsors join Seven's Summer of Cricket

The Seven Network's Summer of Cricket is shaping up to be its biggest innings yet, with a stellar line-up of partners and sponsors part of the action on Seven and [7plus Sport](#).

Leading the 2025-26 line up across all of Seven's coverage are returning brand partners KFC, Toyota, Harvey Norman and Woolworths. They are joined by new Cricket Australia principal partner Westpac as Seven's Summer of Cricket partner.

Seven's **The Ashes** broadcast is also sponsored by NRMA Insurance, Lion, Bunnings and Chemist Warehouse. Seven's **Big Bash League (BBL)** and **Women's Big Bash League (WBBL)** sponsors include Bundaberg Brewed Drinks, Youi Insurance, Anaconda, and Weber.

Seven's cricket coverage will also feature major integrated packages from returning brands Liquorland, Mitsubishi Electric Australia, BKT and Cancer Council Australia. They are joined by REA Group, bet365, Drummond Golf and Aussie Beef.

Seven's 2024-25 Summer of Cricket reached 17.65 million Australians across Seven and 7plus Sport. The five Test cricket series between Australia and India reached more than 13.4 million Australians, with the total TV audience up 40% on the previous summer. While the **BBL** reached 12 million people on Seven and 7plus Sport, with 22% more total TV viewers than the previous year.

Seven's National Television Sales Director, Katie Finney, said: "Seven excels in enabling brands to emotionally connect with more Australians than any other network, and nothing stirs national pride quite like **The Ashes**. This decades-long rivalry goes beyond sport – it's a cultural phenomenon that captures the heart of the nation.

"The Ashes will be the biggest cultural event of the summer, and Australians are embracing it like never before, with an incredible 700,000 tickets already sold for international matches.

"Seven's Summer of Cricket gives brands the ultimate opportunity – the strongest finish to the retail year and the fastest start to 2026. It's more than the broadcast. It's a national obsession woven into the fabric of Australian culture," she said.

Westpac's Chief Growth Brand and Marketing Officer, Michelle Klein, said "Cricket has a unique way of bringing Australians together, and our partnership with Cricket Australia

allows us to be part of those moments. From supporting grassroots programs, to creating unforgettable experiences for fans, we're committed to deepening our connection with Australians both on and off the field."

Seven's National Sport Sales Director, Rob Maclean, said: "7Cricket offers something for advertisers of all budgets and all audiences. Every week, across every demo, brands can access mass audience and immediate reach.

"From the beginning of the first Test to the end of the **BBL**, Seven's cricket product delivers consistency, with an expected average weekly reach of more than 6.5 million people for 11 weeks straight. Nothing else can connect with Australians at scale with that level of continuity through the heart of the summer.

"There is a cross-over audience that watches all forms of cricket and there are segments that are only reached by one format or another. When bought in conjunction with Test cricket, **BBL** delivers approximately 38% incremental reach for people aged 18 to 54. Brands can optimise their reach outcome through the complementary audience mix across the different formats."

Seven's Head of Cricket, Joel Starcevic, said: "This summer we're bringing fans closer to the action than ever before. With world-leading tech from Hawkeye and Quidich, including StiQy graphics that track players on the field in real time, plus Trent Copeland back on the big screen, viewers will see the game in ways they've never seen it before.

"Seven's **The Ashes** commentary team is packed with some of cricket's best thinkers and storytellers. Ricky Ponting sets the standard with his analysis, Aaron Finch provides a modern player's eye, and Stuart Broad and David 'Bumble' Lloyd bring a unique blend of insight and personality. Set to the soundtrack of Alison Mitchell, Tim Lane, James Brayshaw and Alister Nicholson, viewers are in for a treat.

"With world-leading broadcast innovations across **The Ashes**, an exceptional commentary team covering every format, and a summer stacked with international stars and homegrown heroes thriving in the **BBL**, **WBBL** and Australia's blockbuster women's series against India, this is the biggest summer of cricket ever seen on Seven and 7plus Sport," he said.

Seven's Summer of Cricket includes **The Ashes**, **BBL**, **WBBL** and a multi-format **Women's International** series, all live and free on Seven and 7plus Sport.

Seven's coverage is supported by a strong slate of magazine programs airing on Seven and 7plus Sport, including:

- **Unfiltered** – Hamish McLachlan's interview series makes its cricket debut with five

special episodes, from Saturday, 22 November, with the first edition to profile Australian wicketkeeper, Alex Carey.

- **The Front Bar: Cricket Edition** – Two special episodes, with Steve Waugh and Stuart Broad, Wednesday, 19 and 26 November.
- **Ashes Preview Show** – Hosted by James Brayshaw, Ricky Ponting and Aaron Finch, Wednesday, 19 November.
- **The Spin** – Returns for its third season, covering major stories across all formats throughout Seven's Summer of Cricket.

The award-winning **7AFL Kids Call** is also receiving a cricket makeover. Junior commentators will get behind the Seven microphone for the inaugural **7Cricket Kids Call**, broadcast live, free and exclusively on 7plus Sport during the **BBL**.

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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, the **2026 Rugby League World Cup** and the **Glasgow 2026 Commonwealth Games**.