

Monday, 22 December 2025

Adelaide Test scores big on Seven **Australia's Ashes victory reaches 7.65 million on Seven and 7plus Sport**

The third **Ashes Test** between Australia and England spun big audience numbers for Seven and [7plus Sport](#), drawing 7.65 million viewers over five days.

The Adelaide Test, which saw Australia retain the Ashes, scored an average national total TV audience of 1.08 million, up 35% on last year's Third Test between Australia and India. On 7plus Sport, 181,000 tuned in on average to each session across the five days, which was up 199% year-on-year. Day 5 had a total reach of 3.46 million, with a total TV audience of 1.28 million.*

The highest rated session was Day 4, Session 3 (Saturday), which was the #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers, with a national reach of 2.91 million and a total TV audience of 1.48 million, up 94% year-on-year. Day 2, Session 3 (Thursday) was also the #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers, reaching 2.7 million, with a total TV audience of 1.32 million, up 2%.

Seven Network Head of Cricket, Joel Starcevic, said: "The Adelaide Test delivered outstanding viewing figures, with Australians again turning to Seven and 7plus in huge numbers to watch a thrilling contest and another dominant Australian performance at Adelaide Oval.

"Record crowds were treated to a brilliant display from hometown heroes Alex Carey and Travis Head, as Australia retained the Ashes in unforgettable fashion.

"With momentum firmly on their side, all eyes now turn to the Boxing Day Test, where Australia will look to maintain their dominance and England will be desperate to avoid a 5-0 result, all live and free on Seven and 7plus Sport," he said.

The Seven Network is having its best start to a summer of cricket ever, reaching 11.6 million Australians so far. The first three Tests had an average total TV audience of 1.14 million nationally, up 44% year-on-year, while streaming on 7plus Sport is up 206%.

The **First Test**, at Optus Stadium in Perth last month, reached 6.2 million Australians and had an average total TV audience of 1.15 million across the sessions, up 57% on last year. Across the two days, an average of 186,000 people streamed each session on 7plus Sport, which was up 232% on last year.

The **Second Test** at The Gabba reached 8.06 million Australians across Seven and 7plus,

with an average total TV audience of 1.21 million, up 6% on the First Test and 36% higher than last year's Second Test between Australia and India. The audience on 7plus Sport was up 178% year-on-year.

The **Big Bash League (BBL)** has also started its season strong, with its total TV audience up 3% year-on-year and streaming up 120% on 7plus Sport. The highest rated match was last Thursday's clash between the Melbourne Stars and Hobart Hurricanes, which reached 2.35 million and had a total TV audience of 741,000.

The Adelaide Test ratings:

- **Day 4, Session 3** (Saturday): #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 2.91 million, national audience 1.48 million – up 94% year-on-year.
- **Day 2, Session 3** (Thursday): #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 2.7 million, national audience 1.32 million – up 2% year-on-year.
- **Day 3, Session 3** (Friday): #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 2.63 million, national audience 1.3 million – up 475% year-on-year.
- **Day 4, Session 2** (Saturday): National reach 2.26 million, national audience 1.22 million – up 112% year-on-year.
- **Day 1, Session 3** (Wednesday): National reach 2.43 million, national audience 1.09 million
- **Day 4, Session 1** (Saturday): National reach 1.92 million, national audience 975,000
- **Day 3, Session 2** (Friday): National reach 1.87 million, national audience 996,000
- **Day 2, Session 2** (Thursday): National reach 1.84 million, national audience 988,000

The Ashes

The **Ashes** continues on Boxing Day, with the **Fourth Test** at the Melbourne Cricket Ground starting at 9.30am AEDT, live and free on Seven, 7mate and 7plus Sport.

The **Fifth Test** is at the Sydney Cricket Ground from 4 January, and will be live and free on

Seven, 7mate and 7plus Sport. Coverage starts at 9.30am AEDT on all five days.

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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 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**.

Source: VOZ 5.0 National Total TV Average Audience, Total Reach, Overnight. Live Play only unless otherwise stated. Day 5 Includes the 'lunch session' YOY vs 3rd Australia v India Test from 24-25. Seven's biggest ever summer is the first three Tests of the Summer vs all previous Seven years. BBL YOY is Seven's first 5 telecast games vs the same number of telecasts YOY. Days 3-5 are preliminary and do not account for any over/underruns.

*Due to rain delays and an early finish on Day 5, the Sessions coded do not match what was broadcast.