

Monday, 8 December 2025

Aussies bowled over by Seven's Ashes coverage

- **Gabba Test reaches 8.06 million**
- **Seven's best start to the Summer of Cricket ever**
- **Record Cricket audiences on 7plus Sport**

Australia's second showdown with England in **The Ashes** bowled over cricket fans, with 8.06 million tuning in across Seven and [7plus Sport](#) over the past four days.

The Gabba Test scored an average national total TV audience of 1.21 million, up 6% on the First Test and up 36% on last year's Second Test between Australia and India. It was Seven's highest rated Gabba Test ever, as well as the highest rated Day-Night Test. While on 7plus, 194,000 tuned in on average to each session, which was up 178% on last year.

The highest rated session was Day 4, Session 2, which was the #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers on Sunday, with a national reach of 2.51 million and a total TV audience of 1.54 million*. The session also claimed a record Test audience on 7plus Sport, averaging 238,000.

Seven's Head of Cricket, Joel Starcevic, said: "Brisbane delivered another unforgettable chapter of **The Ashes**, with Mitchell Starc producing a performance for the ages to once again claim Player of the Match honours.

"Steve Smith and Jofra Archer reignited their spicy Ashes rivalry late on day four, which has us all pumped for the next Ashes installment – the Adelaide Test.

"The Gabba Test was elevated by cricket's #1 commentary team, with world-leading analyst Stuart Broad, the unmatched insight of Ricky Ponting, the expertise of Matthew Hayden, Aaron Finch, Trent Copeland and Simon Katich, and the brilliance of Alison Mitchell, Alister Nicholson and James Brayshaw guiding viewers through every defining moment," he said.

The Seven Network is having its best start to the summer of cricket ever, with the first two Tests averaging 1.19 million nationally in total TV, up 50% year-on-year, while streaming on 7plus Sport is up 212%.

The First Test, at Optus Stadium in Perth, 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.

Seven's big summer of cricket continues tomorrow, with the beginning of the **Women's Big Bash League (WBBL)** Finals Series, as the Perth Scorchers take on the Melbourne Stars, live and free on 7mate and 7plus Sport from 7.00pm AEDT. The **WBBL Final** is on this Saturday, 13 December, live and free on Seven, 7mate and 7plus sport.

The opening match of the **Big Bash League (BBL)** between the Perth Scorchers and Sydney Sixers kicks off at 7.00pm AEDT on Sunday, 14 December, live and free on Seven, 7mate and 7plus Sport.

The Ashes continues Wednesday, 17 December, with the Third Test at Adelaide Oval starting at 9.30am AEDT, live and free on Seven, 7mate and 7plus Sport.

The Gabba Test ratings:

Day 4 (Sunday):**

- **Session 2** (Sunday): #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 2.51 million, national audience 1.54 million
- **Session 1** (Sunday): National reach 2.39 million, national audience 1.19 million

Day 3 (Saturday):

- **Session 3** (Saturday): #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 2.95 million, national audience 1.37 million
- **Session 2** (Saturday): National reach 2.24 million, national audience 1.33 million –
- **Session 1** (Saturday): National reach 2.24 million, national audience 1.18 million – up 28% year-on-year.

Day 2 (Friday):

- **Session 3** (Friday): #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 2.99 million, national audience 1.41 million – up 36% year-on-year.
- **Session 2** (Friday): National reach 1.99 million, national audience 1.15 million – up 11% year-on-year.
- **Session 1** (Friday): National reach 1.87 million, national audience 902,000 – up 12% year-on-year.

Day 1 (Thursday):

- **Day 1, Session 3** (Thursday): #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 2.81 million, national audience 1.27 million – up 28% year-on-year.
- **Day 1, Session 2** (Thursday): National reach 1.88 million, national audience 1.03 million – up 25% year-on-year.
- **Day 1, Session 1** (Thursday): National reach 1.69 million, national audience 831,000 – up 52% year-on-year.

The Ashes

Third Test: Adelaide Oval, 17 – 21 December on Seven, 7mate and 7plus Sport. Coverage starts at 9.30am AEDT on all five days.

Fourth Test: MCG, 26 December – 30 December on Seven, 7mate and 7plus Sport. Coverage starts at 9.30am AEDT on all five days.

Fifth Test: SCG, 4 January – 8 January on Seven, 7mate and 7plus Sport. Coverage starts at 9.30am AEDT on all five days.

For more information, please contact:

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

Emma Francis
Head of Communications – Sport
M: 0415 721 413
E: efrancis@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 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](https://www.7plus.com.au); [7NEWS.com.au](https://www.7NEWS.com.au); *The West Australian*; *The Sunday Times*; [PerthNow](https://www.perthnow.com.au); [The Nightly](https://www.thenightly.com.au); and [Streamer](https://www.streamer.com.au).

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. YOY vs 2nd Australia v India Test from 24-25. Seven's biggest ever summer is the first two Tests of the Summer vs all previous Seven years.

** No year-on-year session comparisons from Day 3, Session 2 onwards because last year's Second Test finished during Day 3, Session 1.*

*** Day 4, Session 3 finished early. The overnight numbers do not reflect the revised finish time.*