

Friday, 9 January 2026

Seven's The Ashes bowls over viewers

- **Test series reaches 14.2 million**
- **Smashes records on Seven and 7plus Sport**
- **Total TV audience up 12%, 7plus up 103% year-on-year**

The Ashes delivered a winning innings for the Seven Network, reaching 14.2 million Australians across the series and producing a record-breaking start to summer on both Seven and [7plus Sport](#).

The 2025-26 Ashes series is the highest rated Test series ever on Seven, with an average total TV audience of 1.19 million across the five Tests, up 12% year-on-year. Each session had an average 196,000 streaming on 7plus Sport, up 103%.

Seven recorded its highest rated Test ever during the **Boxing Day Test**, which had an average total TV audience of 1.52 million, up 16% on last year. On average, 246,000 people streamed each session on 7plus Sport, up 94% on last year.

Day 1, Session 3 of the **Boxing Day Test** was the highest rated session ever on Seven, reaching 3.4 million nationally and securing a national audience of 1.84 million, up 18% year-on-year. It posted a record cricket streaming audience on 7plus Sport, with 299,000 tuning in, up 112% year-on-year.

The **Fifth Test** at the Sydney Cricket Ground, headlined by Jane McGrath Day, reached more than 7.4 million Australians across the five days. It had a total TV audience of 1.14 million and 193,000 on 7plus Sport (up 27% year-on-year).

Seven Network Director of Sport, Chris Jones, said: "What an unbelievable start to the Summer of Cricket on Seven and 7plus Sport.

"Even with Australia retaining **The Ashes** by the Adelaide Test, audiences continued to surge right through to the Boxing Day Test and the Pink Test, delivering record-breaking numbers across Seven and 7plus Sport.

"With new, younger audiences flocking to 7plus to stream the cricket, paired with a growing linear broadcast audience, it's a powerful reflection of the nation's passion for the sport and firmly solidifies cricket as Australia's favourite summer sport," he said.

Seven Network Head of Cricket, Joel Starcevic, said: "This Ashes series reaffirmed cricket's place at the heart of Australian sport, with viewers staying with us in record

numbers right through **The Ashes** campaign.

“And it doesn’t stop there. The Big Bash rolls on through to the all-important Final on Sunday, 25 January, before the nation’s favourite sporting team – the Australian Women’s Cricket Team – takes centre stage in a blockbuster multi-format series against India from 15 February.

“As we close out another men’s Test summer, we thank our exceptional commentary and production teams, Cricket Australia, and the players and their families for helping deliver another outstanding series on Seven and 7plus Sport.”

Seven’s coverage of **The Ashes** starred cricket’s #1 commentary team, which included world-leading expert, Ricky Ponting, unmatched insights from Stuart Broad, the expertise of Justin Langer, Matthew Hayden, Damien Fleming, Greg Blewett, Trent Copeland, David Lloyd and Simon Katich, alongside the brilliant Alison Mitchell, Tim Lane, Mel McLaughlin, Emma Freedman and James Brayshaw.

The **Big Bash League (BBL)** has started its season strong on Seven, with its total TV audience up 5% year-on-year and streaming up 109% on 7plus Sport. The **Women’s Big Bash League (WBBL)** finished its season with total TV up 28% and streaming up 189%.

Seven’s **BBL** action continues on Sunday, with the Sydney Sixers taking on the Hobart Hurricanes at the SCG from 2.00pm AEDT live and free on Seven, 7mate and 7plus Sport. Followed by the Adelaide Strikers and the Perth Scorchers live from Adelaide at 7.00pm AEDT.

The Ashes ratings:

- **First Test:** reached 6.2 million Australians and had an average total TV audience of 1.15 million, up 57% on last year. An average of 186,000 people streamed each session on 7plus Sport, up 232% on last year.
- **Second Test:** reached 8.06 million Australians, with an average total TV audience of 1.21 million, up 6% on the First Test and 36% on last year. An average of 195,000 people streamed each session on 7plus Sport, up 180% year-on-year.
- **Third Test:** reached 7.64 million Australians and had an average total TV audience of 1.08 million, up 35 % on last year. An average of 182,000 people streamed each session on 7plus Sport, up 201% on last year.
- **Fourth Test:** reached 6.4 million Australians and had an average total TV audience

of 1.52 million, up 16% on last year. An average of 246,000 people streamed each session on 7plus Sport, up 94% on last year.

- **Fifth Test:** reached 7.47 million Australians and had an average total TV audience of 1.14 million. An average of 193,000 people streamed each session on 7plus Sport, up 27% on last year.

Fifth Test ratings:

- **Day 4, Session 3** (Wednesday): #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 2.92 million, national audience 1.39 million.
- **Day 3, Session 3** (Tuesday): #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 2.87 million, national audience 1.43 million.
- **Day 2, Session 3** (Monday): #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 2.75 million, national audience 1.32 million.
- **Day 5, Session 2** (Thursday): #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 2.35 million, national audience 1.29 million.
- **Day 1, Session 2** (Sunday): National reach 2.11 million, national audience 1.22 million, up 4% year-on-year.
- **Day 4, Session 2** (Wednesday): National reach 2.1 million, national audience 1.12 million.
- **Day 3, Session 2** (Tuesday): National reach 2.07 million, national audience 1.13 million.

For more information, please contact:

Kaycie Bradford
Communications Director, Corporate
E: kabradford@seven.com.au

Emma Francis
Head of Communications – Sport
E: efrancis@seven.com.au

About the Seven Network

The Seven Network is part of Southern Cross Media Group (ASX: SXL), one of Australia's most prominent media companies, with a market-leading presence across television, audio, publishing and digital. The Seven Network alone reaches more than 17.5 million people a month.

Southern Cross Media Group 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](#); [LiSTNR](#); the Hit and Triple M radio networks; [The Nightly](#); *The West Australian*; *The Sunday Times*; and [PerthNow](#).

Seven 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 of the 5th Test is preliminary and doesn't factor in any over/underruns. Seven's biggest ever summer is the full 25-26 Test Summer vs all previous Seven years. BBL YOY is game 1 to Jan 8 vs the same time last year