

Wednesday, 28 January 2026

## Seven's record-breaking Summer of Cricket

- **The Ashes records highest rated Test ever on Seven**
- **BBL reaches biggest audience in six years**
- **Seven records highest ever December share, strong January start**

Seven's record-breaking Summer of Cricket continues, with the **Big Bash League** (BBL) recording its biggest audience in six years off the back of **The Ashes** becoming the highest rated Test series ever on Seven.

So far this summer, cricket on Seven and [7plus Sport](#) has reached 16.8 million people nationally and consistently dominated its timeslots in all people, 25 to 54s, 16 to 39s and grocery shoppers. Viewing on 7plus Sport alone soared 126%.

The average total TV audience for **The Ashes** was up 12% compared to the 2024-25 Australia v India Test, while the BBL was up 9% and the **Women's Big Bash League** (WBBL) up 28% year-on-year.

Seven dominated total TV viewing in December, with a leading 49.5% commercial share (6.00am to midnight), which was the highest December share ever recorded by any network in ratings measurement history. Seven's streaming share was even stronger on 7plus at 51.4%. Seven won all key demos in December across total TV, broadcast and streaming.

Seven is also having its best start to January ever, growing share across total TV (up 3.1 points year-on-year), broadcast (up 2.8 points) and BVOD (up 6.6 points). Seven is the #1 in total TV so far this year, with a 45% share. 7plus is also #1 in BVOD, recording a 44.3% share.

Seven's Director of Sport, Chris Jones, said: "Following an unbelievable Ashes Series, which delivered exceptional ratings results across Seven and 7plus Sport, BBL|15 has been a remarkable success.

"Delivering record-breaking audiences right across the summer, fans embraced the competition in huge numbers, with streaming on 7plus growing by 115 per cent year on year – a clear sign Australians want free, premium cricket across every screen all summer long."

Seven's National Television Sales Director, Katie Finney, said: "Our partners are thrilled

by the record ratings this summer, with their campaigns reaching more Australians than ever before.

“Seven has delivered stronger, more meaningful connections for brands at an unmatched scale, proving there is no better way to engage with 16.8 million Australians during summer than on Seven and 7plus.”

Westpac Chief Growth, Brand and Marketing Officer, Michelle Klein, said: “Broadcast integration has been central to bringing Westpac’s cricket partnership to life, elevating the fan experience across the Ashes and both the men’s and women’s Big Bash through initiatives like Westpac’s Decision Review System activation and the Keep-the-Ball moments in the BBL.

“We’re excited to carry that momentum into the upcoming women’s international series against India with Seven.”

## The Ashes

Seven’s coverage of **The Ashes** reached 14.2 million on Seven and 7plus Sport, with an average total TV audience of 1.19 million across the 40 sessions of the five Tests, which was up 12% year-on-year.

More than 3.8 million people tuned into the Test series on 7plus Sport. The average streaming audience across the sessions was 196,000, up 103% year-on-year. Live streaming minutes for the series hit a whopping 1.51 billion on 7plus Sport, up 113% year-on-year.

The **Fourth Test** at the Melbourne Cricket Ground was the highest rated Test ever on Seven, with an average total TV audience of 1.52 million, up 16% year-on year.

## Big Bash League

Seven’s coverage of the entire BBL|15 season reached more than 12.4 million people across Seven and 7plus Sport, which was up 2% on last summer. More than 2.4 million tuned in on 7plus Sport, up 77%.

The average total TV audience across the 34-match season was 664,000, up 9% year-on-year. Live streaming minutes for the season hit 578 million on 7plus Sport, which was up 102% on the 2024-25 season.

Sunday night’s **BBL Final**, which saw the Perth Scorchers claim victory over the Sydney Sixers, was the highest rated match in the BBL|15 season. It reached 2.68 million on Seven and 7plus Sport and had an average total TV audience of 997,000. Streaming on

7plus Sport was up 78% year-on-year.

Seven's Head of Cricket, Joel Starcevic, said: "This BBL season reminded everyone why the Big Bash is one of the most exciting leagues in world sport.

"The atmosphere, the drama and the quality of cricket were on full display, capped off by the Perth Scorchers claiming the BBL|15 title in front of a packed Optus Stadium – a perfect showcase for the competition."

Seven's Executive Producer – Cricket, Anna Stone, said: "The momentum coming out of BBL|15 is enormous and we can't wait to continue the Summer of Cricket in just a matter of weeks.

"The Australian women's multi-format series against the World Champions, India gets underway on Sunday, 15 February at the SCG, live and free on Seven and 7plus, and it will be made even more special as we celebrate and farewell an icon of the women's game, Alyssa Healy. A fitting way to close out what has been a massive cricket summer."

## Women's Big Bash League

The **WBBL** got the Summer of Cricket off to a strong start, recording its biggest audience in five years. An average of 132,000 tuned in on Seven and 7plus Sport for each match, which was up 28% on the previous season. Streaming was up 189% year-on-year.

The Final was the most watched **WBBL** match ever on Seven, averaging 346,000 and up 70% on the previous Final.

## Summer of Cricket continues

Seven's coverage of the **Women's International Series** between Australia and India kicks off on Sunday, 15 February, with a T20 game at the SCG from 7.00pm AEDT live and free on Seven and 7plus Sport.

### For more information, please contact:

Kaycie Bradford  
Communications Director, Corporate  
M: 0400 002 664  
E: [kabradford@seven.com.au](mailto:kabradford@seven.com.au)

Billy Cooke  
Communications and Marketing Executive - Sport  
M: 0452 461 499

E: [BCooke@seven.com.au](mailto:BCooke@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 broadcast television, audio, publishing and digital.

The company 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](#).

The Seven Network alone reaches more than 17.5 million people a month and 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 Average Audience, Total Reach, Overnight including spill. Seven's BBL/WBBL/Test coverage vs the same time last year. Average audience references live play only excluding, pre/post/rain/abandoned/lunch/tea/dinner. Reach includes all sessions. Summer of Cricket is the combined reach/average audience of WBBL/BBL and Test cricket vs same content in 24-25.*