



Friday, 27 February 2026

The Game returns bigger for 2026 with new NRL tipping

Seven West Media's free tipping platform, The Game, is back for 2026, building on its biggest year yet and expanding its footprint across Australian sport.

Since launching in 2021, The Game has become a ritual of the AFL season in Australia, driving banter, bragging rights and consistent weekly engagement.

In 2026, The Game will expand its AFL offering and introduce NRL tipping for the first time, creating a powerful new opportunity for brands to connect with Australian sports fans across both codes.

Now reaching over 100,000 unique users and delivering 30% year-on-year growth outside Western Australia, The Game has evolved into a powerful weekly touchpoint within Seven West Media's digital ecosystem.

The Game's expansion provides sports fans with multiple opportunities for engagement throughout the year, and a premium commercial environment for advertisers across AFL, Cricket and now NRL.

Seven West Media WA Chief Executive Officer, Maryna Fewster, said: "The Game is one of our most important digital growth products, driving strong audience expansion and deeper engagement across our digital network.

"The expansion into NRL in 2026 strengthens the platform's national footprint, broadens its commercial appeal and underscores the strategic importance of The Game within our broader growth agenda."

Registrations are now open for the 2026 AFL season at thegame.com.au

For more information, please contact:

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, reaching more than 19 million people a month with a market-leading presence across broadcast television, 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](#); *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**.