

Tuesday, 7 April 2026

A massive Easter of footy scores with fans AFL on Seven and 7plus Sport reaches 4.5 million, total TV audience up 7%

The Seven Network's massive Easter of footy was a hit with sport fans around the country, with five key **2026 AFL Premiership Season** games on Seven and [7plus Sport](#) reaching 4.5 million people and posting a 7% increase in average total TV audience compared to last year.

Yesterday's **AFL Easter Monday** live and free showdown between Hawthorn and Geelong at the MCG reached 1.7 million people, with a national total TV audience of 670,000, up 5% year-on-year in total TV and up 115% on 7plus Sport.

Seven's **Thursday Night Football** between Brisbane Lions and Collingwood at the Gabba reached 1.85 million and drew a national total TV audience of 629,000, while the **Good Friday SuperClash** between North Melbourne and Carlton at Marvel Stadium reached 1 million, with a national total TV audience of 353,000.

The Sunday afternoon clash between Melbourne and Gold Coast SUNS at the MCG had a national reach of 1.17 million and 391,000 total TV viewers. **Sunday Night Football** featuring Western Bulldogs and Essendon at Marvel Stadium reached 1.34 million and had a national total TV audience of 383,000.

Seven's Head of AFL and Innovation, Gary O'Keeffe, said: "The Good Friday SuperClash continues to be one of the most meaningful fixtures in our game. Seeing young Augie ring the remission bell before the match was incredibly powerful and a reminder of why The Royal Children's Hospital means so much to so many of us.

"To have North Melbourne breakthrough for their second Good Friday win since the match was introduced in 2017, made the occasion even more special. Then to finish the weekend with a one-point thriller between Hawthorn and Geelong at a packed MCG – it doesn't get much better than that.

"With our entire team on the road to South Australia this week for Gather Round, we cannot wait to deliver an epic Festival of Footy from The Front Bar on Wednesday night all the way through to the Sunday night Port Adelaide v St Kilda clash at Adelaide Oval live and free on Seven and 7plus Sport," he said.

Seven's Head of AFL Sales, Joshua Tanner, said: "We are thrilled with the strong early season results. Our dominance across the Easter weekend demonstrates the powerful

role live and free AFL coverage on Seven and 7plus plays in bringing families and friends together to share in the passion and excitement of our great game. This momentum will continue in a big way, with major moments ahead across Gather Round, the ANZAC Round and the blockbuster rivalries to come.”

2026 AFL Easter on Seven and 7plus Sport:

Thursday Night Football, Brisbane Lions v Collingwood: National reach 1.85 million, national average total TV audience 629,000, including 90,000 on 7plus Sport. Up 91% on 7plus Sport.

Good Friday SuperClash, North Melbourne v Carlton: National reach 1 million, national average total TV audience 353,000, including 42,000 on 7plus Sport. Up 146% on 7plus Sport.

Sunday Afternoon Football, Melbourne v Gold Coast SUNS: National reach 1.17 million, national average total TV audience 391,000, including 48,000 on 7plus Sport. Up 114% on 7plus Sport.

Sunday Night Football, Western Bulldogs v Essendon: National reach 1.34 million, national average total TV audience 383,000, including 52,000 on 7plus Sport. Up 7% in total TV year-on-year, up 125% on 7plus Sport.

Easter Monday Football: Hawthorn v Geelong: National reach 1.7 million, national average total TV audience 670,000 including 94,000 on 7plus Sport. Up 5% in total TV year-on-year, up 115% on 7plus Sport.

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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 Seven Network alone reaches more than 17.5 million people a month.

Media Release



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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: Source: VOZ 5.0 National. Average audience and cume reach. AFL Easter Weekend vs Easter Weekend in 2025. Match only, excluding pre/post games for all match analysis. Full round reach includes all matches and pre/post game coverage. Data: Overnight