

Monday, 13 April 2026

Fans flock to AFL Gather Round on Seven Reaches 4.14 million, soars 116% on 7plus Sport

South Australia's fourth consecutive AFL Gather Round has delivered strong audiences for the Seven Network, reaching 4.14 million people on Seven and [7plus Sport](#) and scoring a 116% increase in 7plus' audience compared to last year.

Seven's **Gather Round Thursday Night Footy** opener between Adelaide Crows and Carlton at Adelaide Oval reached 1.84 million and drew a national total TV audience of 693,000, while **Gather Round Friday Night Footy** featuring Collingwood and Fremantle at Adelaide Oval reached 1.97 million, with a national total TV audience of 744,000.

Gather Round Sunday Afternoon Footy featuring GWS Giants and Richmond from Barossa Park reached 1.26 million and had a national total TV audience of 366,000.

Sunday night's **Gather Round** finale between Port Adelaide and St Kilda at Adelaide Oval reached 1.49 million people, with a national total TV audience of 437,000.

The average total TV audience across all the **Gather Round** games on Seven and 7plus Sport was 559,000. On 7plus Sport, the audience jumped 116%.

Seven's Head of AFL and Innovation, Gary O'Keeffe, said: "**Gather Round** has firmly established itself as one of the most compelling events on the AFL calendar and we loved having our entire team on the ground in South Australia to deliver all the action live and free on Seven and 7plus Sport.

"With an unreal Round 6 coming up – kicking off with Carlton v Collingwood at the MCG on Thursday night – all before ANZAC Round, headlined by the traditional clash between Essendon and Collingwood on Saturday, 25 April, we head into the next phase of the **2026 Premiership Season** with real momentum."

Seven's Head of AFL Sales, Joshua Tanner, said: "These results confirm the appetite Australians have for live and free AFL on Seven and 7plus Sport. Gather Round is a genuinely unique and exciting event and our audiences responded accordingly. The season is building nicely, with the ANZAC Round and a series of marquee matchups on the horizon."

2026 AFL Gather Round on Seven and 7plus Sport:

Thursday Night Footy, Adelaide Crows v Carlton: National reach 1.84 million, national

average total TV audience 693,000, including 106,000 on 7plus Sport. Total TV audience up 1% year-on-year, up 130% on 7plus Sport.

Friday Night Footy, Collingwood v Fremantle: National reach 1.97 million, national average total TV audience 744,000, including 113,000 on 7plus Sport. Total TV audience up 4% year-on-year, up 132% on 7plus Sport.

Sunday Afternoon Footy, GWS Giants v Richmond: National reach 1.26 million, national average total TV audience 366,000, including 41,000 on 7plus Sport. Up 134% on 7plus Sport.

Sunday Night Footy, Port Adelaide v St Kilda: National reach 1.49 million, national average total TV audience 437,000, including 55,000 on 7plus Sport. Up 70% on 7plus Sport.

For more information, please contact:

Neil Shoebridge
M: 0417 511 012
E: neil@skmediagroup.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 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.

Southern Cross Media Group owns some of Australia's most renowned media businesses and platforms, including the Seven Network and its 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. Average audience and cume reach. AFL Gather Round vs Gather Round 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.