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Golden opportunity: the Glasgow 2026 Commonwealth Games are open for business

With just over 100 days to go to the opening ceremony of the **Glasgow 2026 Commonwealth Games**, the Seven Network has already joined forces with multiple major broadcast partners.

Seven is the official Australian media partner for the **Glasgow 2026 Commonwealth Games**, which run from 23 July to 2 August and will be one of the biggest events on the global sporting calendar this year.

The agreement with Commonwealth Sport covers broadcast, digital, connected TV, radio, social media and subscription TV rights, ensuring live and free coverage across Seven and [7plus Sport](#) for all Australians together with coverage and updates on Southern Cross Austereo's (SCA) Triple M network.

Glasgow 2026 will bring together 3,000 athletes from 74 nations and territories – representing more than 2.5 billion people, or one-third of the world's population – across 10 days and 133 sessions of sport, with 215 gold medals on offer across 10 sports and six Para sports.

Seven will broadcast Glasgow 2026 in prime time from 7.00pm each night, with live coverage running through to 7.30am across all 10 days of competition. Seven's coverage is projected to reach more than 12 million Australians.

The **Glasgow 2026 Commonwealth Games** on Seven will span about 150 hours of linear broadcast coverage and 7plus Sport will house more than 800 hours of produced content, including more than 600 hours of live sport across up to nine concurrent feeds. There will also be up to seven FAST channels on 7plus Sport and a 24-hour Glasgow 2026 channel.

The coverage will be supported throughout the day by extensive editorial via **Sunrise**, **7NEWS**, **7NEWS.com.au** and **The Nightly**.

The Triple M Network will run live audio simulcast of the Seven broadcast overnight, ensuring Australians can follow the content and stay connected with the Games. Complementing this will be hourly updates from 6.00am to 7.00pm on Triple M, with recaps of all the action and previews of the evening ahead in breakfast shows nationally.

The breadth of Seven and Triple M's coverage of the **Glasgow 2026 Commonwealth Games** offers brands a limitless range of ways to connect with Australian audiences across broadcast, digital, audio and social, at every investment level.

With the Birmingham 2022 Commonwealth Games, Seven commanded a 49–50% share of broadcast audiences, a 60% share of live streaming, and reached 2.1 million people on 7plus Sport, with on-demand viewing accounting for 31% of total digital viewing minutes.

Seven’s Head of Commonwealth Games, Anna Stone, said: “Aussies love watching Aussies win and Glasgow 2026 will be no different. Live sport has never been more valuable for Australians and for brands, delivering attention, emotion and scale.

“The **Glasgow 2026 Commonwealth Games** are an accessible, authentic and values-driven sporting event. The Commonwealth Games are the only Games of their size to fully integrate Para sport – a celebration of difference and achievement.

“The Australian team will be stacked with generational stars. Swimmers Kaylee McKeown and Mollie O’Callaghan will produce watershed moments, Para Swimmer Col Pearse is set for a breakout games, Nicola Olyslagers and Nina Kennedy will soar in their field events, Liz Watson and her Diamonds will sparkle in netball, and we’re all looking forward to the blistering speed of Lachie Kennedy and Torrie Lewis,” she said.

Glasgow 2026 comes at a time of significant sports audience momentum at Seven, including 7plus Sport streaming up 90% year-on-year among under 40s, and total TV audience growth on Seven and 7plus Sport across **Test Cricket** (up 12%), the **Big Bash League** (up 9%), **LIV Golf Adelaide** (up 30%), the **2025 AFL Grand Final** (up 3%) and the **Supercars Championship Bathurst 1000** (up 31%).

Southern Cross Austereo Chief Commercial Officer, Seb Rennie, said: “Glasgow 2026 is a unique opportunity for Australian brands. Through a single conversation with Seven and SCA, brands can connect with Australians across broadcast, 7plus Sport, audio and our full digital and social ecosystem, engaging with all generations in brand-safe environments at real scale.

“Over 10 consecutive nights, Seven will deliver an average prime time audience of more than 1 million people. From tactical reach to bespoke brand storytelling, the Commonwealth Games will deliver scale, context and cultural relevance.

“At Seven and SCA, we work with brands to show up in meaningful and authentic ways across major sporting events. Our goal is to make brands a natural part of the story. When creative sits in context, performance follows: greater relevance, stronger engagement and a more memorable brand message,” he said. “For brands, major events on Seven also mean less clutter and greater cut-through, with fewer breaks per hour and less commercial content than general programming.”

Seven’s National Sport Sales Director, Rob Maclean, said: “Australians will be able to engage with the **Glasgow 2026 Commonwealth Games** across broadcast, audio,

extensive live and on-demand content on 7plus, 7SPORT social platforms and the Triple M network.

“With 215 gold medals on offer across more than 50 medal sessions in just 10 days, the Games will generate multiple high-impact, emotionally charged moments every day. Brands can be part of Glasgow 2026 across the full ecosystem – broadcast, BVOD, audio, digital, news and social – with entry points designed for every objective and budget.”

The **Glasgow 2026 Commonwealth Games** will lead into Seven’s packed second half of 2026, which includes the **AFL Finals Series**, the **Rugby League World Cup**, **Test Cricket** against Bangladesh and New Zealand, the **World Athletics U20 Championships**, the return of the **Big Bash League** and the **Supercars Championship Bathurst 1000**.

Seven is also the official Australian media partner for the 2030 Commonwealth Games, for which the host selection process conducted by Commonwealth Sport is currently in progress.

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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.

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**.