

Monday, 4 May 2026

7plus audience surges 50% in April **Takes #1 spot as Australia's most watched commercial free streaming service**

The Seven Network's [7plus](#) has cemented its position as the most-watched commercial free-to-air streaming service, capturing the #1 spot in BVOD in April and boosting its audience more than 50%.

7plus had a 43.4% share of commercial BVOD viewing during April. Its all-people audience jumped 50.5%, including a 77.5% surge in live viewing – the biggest increase of any commercial free-to-air network.

The strong gains at 7plus underpinned the growth of Seven's total TV audience (broadcast and 7plus combined), which was up 5.1% in all people and up 4.2% in 25 to 54s in April. That was the biggest increase among the three main commercial free-to-air networks.

Across the first four months of 2026, 7plus was the fastest growing commercial free-to-air streaming service, lifting its audience 50.6% compared to the same period in 2025. Live viewing was up 71.7% and VOD viewing rose 22.3%.

News, sport and entertainment content have all driven 7plus' growth this year. Highlights include (full season or season-to-date):

- **AFL Premiership Season:** 7plus audience up 134%
- **The Chase Australia:** 7plus audience up 111%
- **7NEWS:** 7plus audience up 109%
- **The Front Bar:** 7plus audience up 76%
- **Home and Away:** 7plus audience up 74%
- **Australian Idol:** 7plus audience up 74%
- **Sunrise:** 7plus audience up 60%
- **7NEWS Spotlight:** 7plus audience up 72%
- **The Morning Show** 7plus audience up 72%
- **The 1% Club:** 7plus audience up 58%

Seven's Group Managing Director, Digital, Gereurd Roberts, said: "The 7plus numbers are really strong, but what driving them is what's equally important. We are seeing growth across all areas – live viewing, premium video, news, sport, entertainment, FAST channels – and we are seeing that coming particularly from younger, high-value audiences who are building a direct relationship with the 7plus brand.

“At the same time, the number of daily active users, and their session times, continues to scale, showing 7plus is becoming a first-preference part of people’s daily media habits.

“The performance we’ve seen so far this year is driven by great content across all formats, a user experience that keeps evolving with our audiences, and a lot of work by the many talented people across the business who come together to drive 7plus,” he said.

Seven’s Director of 7plus Content and Strategy, Andrew Green, said: “7plus continues to build momentum.

“In April, we were the #1 BVOD platform, delivering over 3.6 billion minutes [60 million hours] of viewing with streaming growth of more than 50% year on year. It’s being driven by real depth. With more than 26,000 hours across entertainment, drama, news and sport, 7plus played a key role in lifting Seven’s total TV audience, which is up 5.1% in April. Younger audiences are a big part of that shift, with 25 to 54s up 45.2% year-on-year on 7plus.

“We’re seeing consistent daily scale, with more than 1 million viewers streaming 7plus every day in April, extending the power of broadcast across live and on demand. This growth comes from a clear focus on audiences and delivering the content they want, when and how they choose to watch.”

For more information, please contact:

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

Andrew Knowles
M: 0449 510 357
E: andrew@skmediagroup.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**

Media Release



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, commercial share and minutes. 1 April to 30 April vs same calendar days in 2025, YTD YOY is 1 January to 29 April vs same calendar dates last year. Program uplift is YTD as at 30 April vs same time last year. Data when watched, program data: cons7