

Tuesday, 2 June 2026

7plus takes the BVOD crown in May Increases audience 39%, led by AFL, 7NEWS and The Chase

The Seven Network's [7plus](#) reigned as Australia's most-watched commercial free-to-air streaming service in May, increasing its audience almost 40% and grabbing the #1 spot.

7plus captured a 44.1% share of commercial BVOD viewing last month, including 45.7% in VOD and 43.3% in live streaming. Its all-people audience climbed 39%, outstripping the growth of its commercial free-to-air rivals. In live streaming alone, the 7plus audience surged 64%.

Thanks in part to the strong results from 7plus, Seven was the only commercial free-to-air network to grow its total TV audience during May.

7NEWS was the star performer on 7plus in May, posting an 87% increase compared to May 2025. **The Chase Australia** was close behind it, up 85% year-on-year. **Home and Away** was up 55% on 7plus in May, with both **Sunrise** and **The Front Bar** up 50%, **The Morning Show** up 48% and **7NEWS Spotlight** up 36%.

7plus was the fastest growing commercial free-to-air streaming service in the first five months of 2026, growing its audience 48% compared to the same period in 2025. Live viewing was up 70% and VOD viewing rose 19%.

Sport, news and entertainment content continue to fuel 7plus' growth in 2026. Highlights include (full season or season-to-date):

- **AFL Premiership Season:** 7plus audience up 125%
- **The Chase Australia:** 7plus audience up 115%
- **7NEWS:** 7plus audience up 104%
- **Australian Idol:** 7plus audience up 74%
- **Home and Away:** 7plus audience up 72%
- **The Front Bar:** 7plus audience up 70%
- **Sunrise:** 7plus audience up 58%
- **7NEWS Spotlight:** 7plus audience up 57%
- **The Morning Show** 7plus audience up 56%
- **The 1% Club:** 7plus audience up 55%

Seven's Director of 7plus Content and Strategy, Andrew Green, said: "Audiences increasingly have unlimited choice, but they continue to gravitate towards premium content experiences. Whether it's live sport, trusted news, major entertainment

tentpoles, FAST channels or on demand programming, premium content is where 7plus is seeing its strongest growth.

“7plus is increasingly establishing itself as a destination for premium streaming, bringing together Australia’s best live and on demand content in one place and building deeper relationships with audiences every month.

“More than one million Australians streamed 7plus every day in May and, with over 90% of viewing taking place on connected TVs, we’re seeing premium streaming become a true living room experience, bringing audiences together around the content they value most,” he said.

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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](https://www.7plus.com.au); 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, commercial share and minutes. 1 May to 31 May vs same calendar days in 2025, YTD YOY is 1 January to 31 May vs same calendar dates last year. Program uplift is YTD as at 29 May vs same time last year. Data when watched, program data: cons7