

Tuesday, 16 June 2026

Seven's AFL wins new fans in 2026 **Total TV audience up 7% so far this season, reaches 13.3 million**

Four months into the **2026 AFL Premiership Season**, the Seven Network is delivering big audiences across Seven and [7plus Sport](#), with its AFL coverage reaching 13.3 million people – and counting.

Seven's AFL national total TV audience is up 7% so far this year. **Thursday Night Football** is the standout performer, up 15% to an average of 690,000, while **Sunday Night Football** is up 12% to 516,000. **Friday Night Football**'s audience has increased 5% to an average of 635,000.

The season-to-date average national total TV audience across all games on Seven is 583,000. In Perth, the audience is up an impressive 40% year-on-year, thanks to an improved West Coast Eagles and the table-topping Fremantle Dockers.

Seven's AFL audience is also up 12% so far this year in Brisbane and up 11% in Sydney.

In regional markets, viewing is up 8%, including a 14% jump in regional Victoria and solid growth in Tasmania, Western Australia and Queensland.

The most-watched AFL game so far this year is the Collingwood vs Melbourne **The Big Freeze** clash on 8 June, with a total TV audience of 940,000, followed by the 5 March game between Sydney and Carlton with 797,000 viewers.

In the second year of AFL streaming on 7plus Sport, the audience has soared 127% so far this season to an average of 83,000 (streaming only).

Fourteen per cent of Seven's overall AFL audience is now watching on 7plus Sport, up from 7% at the same point in the regular 2025 season.

Seven's Director of Sport, Chris Jones, said: "The beginning of the **2026 AFL Premiership Season** has delivered exceptional footy round after round, and Australians are tuning into Seven's coverage in record numbers.

"The growth we've seen for Seven's AFL coverage on 7plus Sport shows just how well audiences are embracing the ability to stream the footy live and free, and it's a huge endorsement of how fans want to watch the game today.

"Delivering AFL on Seven and 7plus Sport means we're meeting audiences wherever they

are, and the surge in streaming audiences reflects that shift. Being able to watch every moment of the game live and free on 7plus Sport is something fans have really taken to. The game has never been more accessible, and we're proud to contribute to that," he said.

Seven's Head of AFL and Sport Innovation, Gary O'Keeffe, said: "Whether it's kicking off the round on a Thursday night or finishing the weekend with a blockbuster on Sunday, fans are turning out in huge numbers for AFL on Seven and 7plus Sport.

"**Thursday Night Football** has become appointment viewing for Australians, and the ratings show just how much viewers have embraced it.

"**Sunday Night Football** has been another major success story this season. The audience response has been outstanding, and we look forward to working with the AFL to deliver even more **Sunday Night Football** for fans in the years ahead," he said.

"One of the great strengths of the game is the way it brings Australians together through moments that transcend the game itself. Whether it's the incredible fundraising and awareness generated by **The Big Freeze** or the celebration of culture and connection through **Sir Doug Nicholls Round**, these events continue to resonate deeply with fans. We're proud to bring these special moments to audiences live and free on Seven and 7plus Sport."

Seven's National Television Sales Director, Katie Finney, said: "The AFL remains unmatched in its ability to bring Australians together and create moments that matter for brands. The year-on-year audience growth reflects the enduring strength of the game and the continued demand for free premium live sport across broadcast and 7plus Sport.

"For our partners, sponsors and advertisers, we are delivering greater scale, deeper engagement and through the amazing growth on 7plus Sport, more opportunities to connect with our new audiences and drive meaningful business outcomes."

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 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. Rounds 1 to 14 vs same time last year. Data Cons7 (last 7 days overnight). Note Round 14 results are preliminary and do not account for any timeslot over/under runs.