



**COMMONWEALTH
GAMES 26**

Media Release

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Big brands sign on for Glasgow 2026

Blue-chip partners join the 2026 Commonwealth Games

The Seven Network today announced its key brand partners for its live, free and exclusive coverage of the **Glasgow 2026 Commonwealth Games**.

AAMI, Harvey Norman, Woolworths, Hancock Prospecting and Kidman have signed on as principal sponsors, joined by Chemist Warehouse and BUPA as major integrated brands.

With the opening ceremony set for 4.45am this Friday, Glasgow 2026 will bring together 3,000 athletes from 74 nations and territories – representing more than 2.5 billion people, or a third of the world's population – across 10 days and 133 sessions of sport, with 215 gold medals on offer across 10 sports including six Para sports.

Seven's National Television Sales Director, Katie Finney, said: "What sets Glasgow 2026 apart is that this event is exclusive to our platforms, where our partners have the opportunity to capture the full breadth of audience across broadcast, audio, extensive live and on-demand content on Seven, [7plus Sport](#), the 7SPORT social platforms and the Hit and Triple M networks.

"Few events in the Australian sporting calendar offer that kind of combined scale, and we can't wait for the action to start tomorrow. Locking in partners of this calibre for Glasgow 2026 reflects the confidence brands have in live sport as a marketing investment right now."

AAMI's Executive General Manager, Brand and Customer Experience, Mim Haysom, said: "The Commonwealth Games gives Australians the chance to celebrate extraordinary sporting moments, and behind every athlete competing on the world stage is a team of people who helped them get there.

"Through Sideline Champions, AAMI is proud to shine a light on the parents, family members, friends, coaches and supporters whose encouragement, belief and sacrifice play such an important role in every athlete's journey. We're excited to partner with Seven to help share these stories with audiences across Australia."

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. The TV and 7plus Sport coverage is projected to reach more than 12 million Australians. **Sunrise**, **7NEWS**, [7NEWS.com.au](#) and [The Nightly](#) will provide editorial coverage each day of the Games.

Seven's Head of Commonwealth Games, Anna Stone, said: "Every Commonwealth Games



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throws up moments that stop the country, and Glasgow 2026 will be no exception. Ten days of competition and thousands of athletes going for gold will make this one of the most eagerly awaited events on the global sporting calendar.

“Seven is proud to bring every minute of it to Australians live and free, across multiple platforms including an amazing line up of content on 7plus Sport.”

A 24/7 digital offering on 7plus Sport that will give Australian sports fans more live sport, more replay options and more ways to follow the Games than ever before.

The 7plus Sport streaming offer for Glasgow 2026 will be built around 15 channels of live content and eight FAST replay channels. The FAST channels will be available when there is no live Games content and will cover swimming, athletics, track cycling, artistic gymnastics, power and combat sports, team sports, bowls, and a curated Glasgow Glory channel featuring the best moments, Aussie highlights and standouts performances from all competing nations.

Glasgow 2026 coverage and updates will also be available on SCA’s Triple M and Hit Networks. Triple M will simulcast Seven’s live broadcast from 10pm to 5am. During breakfast, the Triple M and Hit Networks will deliver breaking coverage of key moments and provide regular updates each day.

The **Glasgow 2026 Commonwealth Games** mark the start of Seven’s wall of sport across the second half of 2026, including 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**.

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

Emma Francis

Head of Communications – Sport

M: 0415 721 413

E: efrancis@seven.com.au



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About Southern Cross Media Group

Southern Cross Media Group (ASX: SXL) is one of Australia's most prominent media companies, with a market-leading presence across broadcast television, audio, publishing and digital.

The company 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](#).