

Wednesday, 1 July 2026

Seven is Australia's most watched network

- **#1 in total TV nationally in first half of 2026**
- **Reaching 17.6 million Australians every month**
- **#1 in 17 of 26 weeks**
- **#1 for news, sport, drama, breakfast**
- **Key news, sport and entertainment shows add new viewers**
- **7plus: fastest growing BVOD, up 50% year-on-year**

The most-watched news and sport and some of Australia's most popular entertainment shows have made the Seven Network the #1 network in the first half of 2026, capturing more viewers across its broadcast channels and [7plus](#) than any other network.

The combination of **7NEWS, Home and Away, AFL, Test cricket, Big Bash League, Australian Idol, Farmer Wants A Wife, Sunrise, The Chase Australia, The 1% Club** and other hit programs gave Seven a total TV commercial share of 41.7% in all people (6.00am to midnight) during the first six months, compared to Nine Network's 41.5% share and Network Ten's 16.8%.

Seven was the most popular network in 17 of the 26 weeks in the first half and increased its 6.00am to midnight audience in all people and grocery shoppers. Every month, Seven reaches 17.6 million Australians nationally.

7plus was the fastest growing commercial streaming and on-demand platform, increasing its audience 49.7% in the first half and boosting its share from 38.7% to 40.1% year-on-year. Minutes consumed on 7plus jumped 49% during the first half of 2026, while the number of daily active users increased by more than 12%.

Southern Cross Media Group's Managing Director, Television and Streaming, Angus Ross, said the rapid growth of 7plus – coupled with the strong performance of Seven's key news, sport and entertainment shows – reflected the momentum the network has built in recent years and its standing as the home of Australia's best content.

"Day in, day out, Seven delivers the moments that matter to Australians, from live sport and breaking news to the best local drama and entertainment shows – all for free," he said.

"The reach and engagement of our trusted news and our live sport is demonstrated by the big and growing audiences of **7NEWS, Sunrise, AFL** and cricket in the first half of 2026. At the same time, some of our most established local shows added new viewers during the half, including **Farmer Wants A Wife, Australian Idol, Home and Away, The Chase**

Australia and **Better Homes and Gardens** – proving the enduring appeal of great Australian entertainment.

“The final thrilling weeks of **Farmer Wants A Wife** will take us into the strongest second-half line up we’ve had in years.

“We will have strong audience momentum for the rest of 2026 with key content including the **Glasgow 2026 Commonwealth Games**, the **2026 Rugby League World Cup**, **The Voice**, **My Kitchen Rules**, the **TV WEEK Logie Awards** and much more,” Mr Ross said.

“Our key daily and weekly shows including **Sunrise**, **The Morning Show**, **The Chase Australia**, **7NEWS**, **Home and Away** and **Better Homes and Gardens** will run hot for the rest of the year, plus we will have more **AFL** including the **Final Series** and the **Brownlow Medal**, more **Supercars** including the **Bathurst 1000**, horse racing and the **Channel 7 Telethon** in Perth. Seven will once again be the most watched network in 2026.”

Seven dominated news and current affairs in the first half, led by **7NEWS** at 6pm, which was the most-watched evening news bulletin nationally and increased its total TV audience 3%.

Sunrise and **Weekend Sunrise** won the breakfast TV battle every week – capturing over 35% more viewers than their closest rivals and securing their biggest winning margin in eight years – while **The Morning Show** dominated morning TV, growing audience by 2%

Seven cemented its position as the home of live sport, delivering the highest-rating **Test cricket** series ever on the network (and up 12% on the previous summer) and the most-watched **Big Bash League** in six years (up 8% on last summer).

Seven’s **AFL** coverage has reached 13.5 million Australians so far this season, with its total TV audience up 7%.

The phenomenon that is **Home and Away** powered on, increasing its audience 13%, winning the highly competitive 7.00pm timeslot (Monday to Thursday) and scoring its biggest audience since 2022, while **The Chase Australia** was up 5%.

Seven’s entertainment hits have won new fans this year. **Farmer Wants A Wife** is up 16% so far this season, while **Australian Idol** recorded its biggest season ever on Seven. Newcomer **My Reno Rules** is the most-watched new entertainment show, closely followed by **Glenn & Mick’s Celebrity Intervention**.

Seven’s National Television Sales Director, Katie Finney, said: “The first half of 2026 has been defined by continued momentum for Seven. On both broadcast and 7plus, we’re delivering audience growth across our news and entertainment slate.

“Sport continues to be a powerful growth engine for brands, creating cultural moments that unite Australians and delivering audiences at scale. Our live and free coverage is attracting record numbers to Seven and 7plus and, importantly, those viewers are staying to engage with our premium entertainment and news content.

“For advertisers, that means more opportunities than ever to connect with highly engaged audiences. With the **Glasgow 2026 Commonwealth Games** just weeks away, followed by the **2026 Rugby League World Cup** on home soil, we’re entering an incredibly strong second half of the year that will continue to deliver scale, engagement and results for our partners,” she said.

Seven has the most watched shows in Australia, by reach:

- #1 news program – **7NEWS**
- #1 winter sport – **AFL**
- #1 Australian drama – **Home and Away**
- #1 lifestyle show – **Better Homes and Gardens**
- #1 breakfast show – **Sunrise/Weekend Sunrise**
- #1 morning show – **The Morning Show**

First half 2026

National total TV commercial shares (%): 6.00am to midnight

	All people	25 to 54s	Grocery shoppers
Seven Network	41.7	37.8	41.9
Nine Network	41.5	44.1	41.5
Network Ten	16.8	18.1	16.6

First half 2026

National total TV commercial shares (%): 6.00pm to midnight

	All people	25 to 54s	Grocery shoppers
Seven Network	39.8	34.3	39.9
Nine Network	42.2	45.8	42.1
Network Ten	17.9	19.8	18.0

First half 2026

National BVOD commercial shares (%):

	BVOD	VOD	Live streaming
7plus	40.1	39.3	40.5
9Now	45.9	36.3	51.0
10 Play	14.0	24.4	8.5

The hits of Seven:

Seven's AFL: National season-to-date reach 13.7 million. National match audience 584,000. Up 7% on 2025.

Seven's BBL Series Cricket*: National season reach 12.4 million. National match audience 664,000. Up 8% on 2024-25 season. Biggest season in six years.

Australian Idol: National series reach 10.1 million. National audience 1.09 million. Up 2% on 2025. Biggest ever season on Seven.

Seven's AFL: Thursday Night Football: National season-to-date reach 8.6 million. National match audience 698,000. Up 17% on 2025.

Seven's AFL: Friday Night Football: National season-to-date reach 8.3 million. National match audience 627,000. Up 3% on 2025.

7NEWS: National monthly reach 8.2 million. National audience per night 1.37 million. #1 news program. Up 3% on 2025.

Seven's Test Series Cricket*: National season reach 7.5 million. National match audience 1.19 million. Up 12% on 2024-25 season. Biggest ever Test series on Seven.

Farmer Wants A Wife: National series-to-date reach 6.5 million. National series-to-date audience 1.24 million. Up 16% on 2025. Biggest season in more than five years.

The Front Bar: National series reach 6.1 million. National audience 534,000.

The Chase Australia: National monthly reach 5.9 million. National audience 670,000. Up 5% on 2025.

Home and Away: National monthly reach 5.8 million. National audience 1.1 million. #1 local drama series. Up 13% on 2025. Biggest audience since 2022.

The 1% Club UK: National series reach 5.8 million. National series audience 774,000.

9-1-1: National series reach 5.7 million. National series audience 501,000.

My Reno Rules: National series reach 5.3 million. National series audience 770,000. Biggest new entertainment show of 2026.

Doc: National series reach 5.3 million. National series audience 457,000.

The 1% Club: National series reach 5.2 million. National series audience 941,000.

The Agenda Setters: National reach 5 million. National audience 203,000.

Glenn & Mick's Celebrity Intervention: National series reach 4.9 million. National series audience 766,000.

Britain's Got Talent: National series reach 4.8 million. National series audience 293,000. Up 27% on 2025.

Seven's AFL: Sunday Night Football: National season-to-date reach 4.7 million. National match audience 528,000. Up 15% on 2025.

SAS: AUS V ENG: National series reach 4.4 million. National series audience 509,000.

Sunrise: National monthly reach 4 million. National audience 433,000. #1 weekday breakfast program. Up 4% on 2025.

Highway Patrol: National series reach 4 million. National series audience 401,000. Up 24% on 2025.

Better Homes and Gardens: National monthly reach 3.8 million. National audience 477,000. #1 lifestyle program. Up 1% on 2025.

7NEWS Spotlight: National monthly reach 3 million. National audience 631,000.

The Morning Show: National monthly reach 2.9 million. National audience 266,000. #1 morning program. Up 2% on 2025.

Weekend Sunrise: National monthly reach 2.8 million. National audience 414,000. #1 weekend breakfast program. Up 2% on 2025.

Seven's AFL: Sunday Afternoon Football: National season-to-date reach 2.7 million. National match audience 239,000. Up 17% on 2025.

Australian Athletics Championships: National reach 2.6 million. National audience 281,000.

The Rookie: National series reach 2.5 million. National series audience 766,000.

Super Bowl LX: National reach 2.4 million. National audience 684,000.

Royal Edinburgh Military Tattoo: National reach 1.5 million. National audience 486,000. Up 2% on 2025.

The Oscars: National reach 1.34 million. National audience 513,000. Up 1% on 2025.

The Big Freeze At The G: National reach 1.3 million. National audience 888,000. Up 12% on 2025.

The Stawell Gift: National reach 1.3 million. National audience 385,000.

7NEWS Special: Operation Epic Fury: National reach 1.2 million. National audience 558,000.

TikTok: Top 100: National reach 1.2 million. National audience 321,000.

* Full 2025-26 season

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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](http://7plus.com.au); 7NEWS.com.au; [LISTNR](http://LISTNR.com.au); the Hit and Triple M radio networks; [The Nightly](http://TheNightly.com.au); *The West Australian*; *The Sunday Times*; and [PerthNow](http://PerthNow.com.au).

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. Network share and audience data as well as News, Sunrise and TMS Jan 1 to June 29 vs same calendar days last year. Program data is vs 2026 cal YTD figures vs same time last year. Data: network share and audience when watched, program data cons7 (last 7 days overnight).