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7plus soars in July: up 80%, takes the #1 spot Glasgow 2026, Farmer Wants A Wife, 7NEWS shine

The Seven Network's **7plus** captured the title of Australia's most-watched commercial free-to-air streaming service in July, building its lead over rivals thanks to stellar numbers from the **Glasgow 2026 Commonwealth Games, Farmer Wants A Wife, Home and Away, 7NEWS, Sunrise** and more.

A 49% share of commercial BVOD viewing made 7plus the clear winner in July. It was #1 in both live streaming with a 49.5% share and in VOD (48.2%).

7plus' all-people audience grew 80.3% last month, again outpacing its commercial free-to-air rivals. In live streaming alone, the 7plus audience was up 105%.

The **Glasgow 2026 Commonwealth Games** were the standout performer in July, drawing an average audience of 62,000 on 7plus, up 528% on the 2022 Games in Birmingham, and reaching 3.3 million people across the Games so far. Exclusive content on 7plus was a hit with sport fans, with the Australia v England netball pop-up on 26 July averaging 185,000 viewers, and the Australia v Tonga netball pop-up on 25 July drawing 92,000 viewers.

Farmer Wants A Wife was also a standout hit during July, jumping 79% year-on-year.

The July result means 7plus has been Australia's most-watched commercial BVOD service for eight of the past 12 months.

It was also the fastest growing commercial free-to-air streaming across the first seven months of 2026, growing its audience 53.5% in the year to date compared to the same period in 2025. Live viewing was up 75.5% and VOD viewing increased 23.6%.

Seven's Director of 7plus Content and Strategy, Andrew Green, said: "July was the biggest month in 7plus history and another clear demonstration of how Australians are embracing free streaming across live sport, news and entertainment.

"The **Glasgow 2026 Commonwealth Games** attracted huge audiences, while **Farmer Wants A Wife, Home and Away, 7NEWS** and **Sunrise** all delivered outstanding results. More Australians are choosing to stream 7plus than any other commercial free-to-air service because we're bringing together the live moments audiences don't want to miss, alongside Australia's favourite on demand content.

"The momentum will continue this month with an outstanding content slate, including the return of **The Voice** and **Home and Away**. Special events including TV's night of nights, the **TV**

WEEK Logie Awards, and the **AFL Legends Match** are exclusive to Seven, while the debut of the **AFL Wildcard Round** will deliver two extra AFL Finals games for fans. And summer starts early with Australia's home Test series against Bangladesh," he said.

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

- **Glasgow 2026 Commonwealth Games:** 7plus audience up 528% (on Birmingham 2022)
- **AFL Premiership Season:** 7plus audience up 128%
- **7NEWS:** 7plus audience up 94%
- **Home and Away:** 7plus audience up 84%
- **Farmer Wants A Wife:** 7plus audience up 79%
- **The Chase Australia:** 7plus audience up 79%
- **The Front Bar:** 7plus audience up 78%
- **Australian Idol:** 7plus audience up 74%
- **The 1% Club:** 7plus audience up 57%
- **Sunrise:** 7plus audience up 53%
- **The Morning Show:** 7plus audience up 53%
- **7NEWS Spotlight:** 7plus audience up 51%

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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](#).

Source: VOZ 5.0 national. Average audience, commercial share and minutes. 1 July to 30 June vs same calendar days in 2025, YTD YOY is 1 January to 30 July vs same calendar dates last year. Program uplift is YTD as at 30 July vs same time last year. Data when watched, program data: cons7(last 7 days overnight)