

Friday, 28 August 2026

Legends Game scores big with footy fans Special event reaches 2.38 million, total TV audience up on 2025

The **Four’N Twenty Legends Game for Prostate Cancer** took the mark with sport fans last night, reaching 2.38 million Australians on Seven and [7plus Sport](#).

The special event at Melbourne’s Marvel Stadium drew a national total TV audience of 881,000, up 3% on last year’s Legends Game and up 50% on the 2026 AFL season average on Seven and 7plus Sport.

More than 189,000 people watched on 7plus Sport alone, up 51% from 125,000 last year.

Last night’s Legends Game was the third most-watched AFL match so far this year. It was also the most streamed AFL match on 7plus Sport so far this season and delivered Seven’s biggest ever streaming audience for a non-Finals match.

Headlined by some of the greatest players to play the game including Dustin Martin, Buddy Franklin and Gary Ablett Jr, the match raised much-needed awareness and funds for the Australian Prostate Centre, a world-class prostate cancer hub that brings together the best in care, treatments and collaborative research for Australian men and their families.

Prostate cancer is the most diagnosed cancer in Aussie men, with one in five estimated to be diagnosed in their lifetime. Funds raised through the match will help support patient care and vital research collaborations at the Australian Prostate Centre. For more information or to donate, please visit www.legendsgame.com.au.

Footy fever continues tonight with the first **AFL Wildcard Final**, a do-or-die clash between the Western Bulldogs and Collingwood at the MCG to decide who progresses to an elimination Final.

The Finals action continues on Saturday night, as the MCG hosts another blockbuster showdown between Melbourne and Carlton.

Seven Network’s Head of AFL and Sport Innovation, Gary O’Keeffe, said: “The **Four’N Twenty Legends Game for Prostate Cancer** was a very special match, and we were proud and honoured to bring it to all Australians and to help raise money for prostate cancer research.

“Following its highly successful return in 2025 after a six-year hiatus, this year’s Legends

Game brought together the football community to celebrate the game's past and to get behind a cause that affects thousands of Australian families each year.

"Three of the greatest to ever play the game in Dustin Martin, Gary Ablett Jr and Buddy Franklin put on a show combining for 18 goals and were part of an incredible line-up of footy legends who gave fans an exciting and entertaining match. It was only fitting Dusty returned to the field with a best on ground performance, lighting up the field every time he touched the ball," he said.

"It was the perfect lead-in to a massive weekend of Finals football which starts tonight, live and free on Seven and 7plus Sport."

Seven is the only place fans can catch every game of the Finals, including the 2026 AFL Grand Final, live, exclusive and free.

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Source: VOZ 5.0 national. Average audience and cume reach. 2026 AFL Legends Games vs 2025 match. 2026 AFL average figures are match only and exclude Pre/Post. Data overnight.