



**COMMONWEALTH
GAMES 26**

Media Release

Tuesday, 4 August 2026

Seven strikes gold with Glasgow 2026 Commonwealth Games reach 11.9 million, break 7plus record

Australia's golden performance at the **Glasgow 2026 Commonwealth Games** has been matched by massive audience numbers for the Seven Network's live, free and exclusive coverage, including a record-breaking result on [7plus Sport](#).

From the Opening Ceremony on 24 July to yesterday's Closing Ceremony, Seven's Glasgow 2026 coverage reached 11.9 million Australians.

The Games, which saw Australia take home 70 gold medals, delivered an average prime time national total TV audience of 747,000. Across all day parts, the Games had an average total TV audience of 346,000.

Seven was the #1 network in all people, 25 to 54s, 16 to 39s and grocery shoppers every day of the Games, taking the top spot in total TV, broadcast and BVOD between 6.00am and midnight and 6.00pm and midnight.

Glasgow 2026 produced Australia's biggest ever digital audience for a Commonwealth Games, reaching 3.94 million people on 7plus Sport alone. The Games had an average audience of 56,000 on Seven's digital platform, up 526% on the Birmingham Games.

The evening session on 26 July was the most-watched session during Glasgow 2026, reaching 2.56 million people and scoring a national total TV audience of 954,000. The silver medal went to the 29 July night session, with an audience reach of 2.39 million and 1.14 million total TV viewers, while bronze went to the 29 July evening session with a reach of 2.31 million and a total TV audience of 1.05 million.

Seven's Head of Commonwealth Games, Anna Stone, said: "Australia's performance in Glasgow has been nothing short of extraordinary. We've celebrated established champions, witnessed the emergence of new stars and watched countless Aussies deliver career-defining moments in the green and gold.

"With a record 37 gold medals won in the pool, our Dolphins reminded the Commonwealth nations just how dominant we are. The new era of our Track and Field team absolutely lived up to the hype, with our women's middle distance runners Abbey Caldwell, Jess Hull, Claudia Hollingsworth and Rose Davies capturing the hearts of all Australians eagerly watching from home.

"Lachie Kennedy affirmed himself as Australia's fastest man and Kurtis Marschall broke the Games pole vault record, clearing an incomprehensible 5.85 metres," she said.



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“One of the most powerful aspects of these Commonwealth Games has been the fully integrated Para sport program. Watching our Para athletes compete in the same venues and as part of the same daily schedule as able-bodied competition allows for every athlete to be shown on the biggest stage.

“From baton-bearer Tim Hodge’s brilliant 100 metres backstroke S9 gold and Rhiannon Clarke’s gold medal winning performance in the Women’s 200m T38, through to Damien Delgado and James Reynolds Para-Bowls Pairs win on Sunday night, Australia’s para-athletes shone in Glasgow, and it’s been a privilege to bring their stories to Australians,” Stone said.

“From the Opening Ceremony through to the final medal events, our ambition was to make Australians feel part of every moment, wherever and however they chose to watch. We’re incredibly proud of the coverage our team has delivered across Seven and 7plus Sport, and of the role we’ve played in bringing one of Australia’s greatest Commonwealth Games campaigns into homes across the country.”

Seven’s Director of Sales, Television and Streaming, Katie Finney, said: “Glasgow 2026 was a standout event for our commercial partners. The strength and consistency of the audience across the 10-day event, combined with Australia’s dominant 171 medals, delivered our partners, sponsor and advertisers genuine scale and reach across iconic sporting moments on broadcast and 7plus Sport.

“Glasgow 2026 also continued the trend of major sporting events growing on 7plus Sport, reaching 3.94 million Australians on that platform alone and delivering 526% growth in 7plus Sport viewing on the 2022 Birmingham Games.

“We want to thank our principal sponsors, AAMI, Harvey Norman, Woolworths, Hancock Prospecting and Kidman, for their support of the Games, along with Chemist Warehouse and BUPA as major integrated partners. Their commitment helped bring this coverage to Australians across every platform, and the results speak for themselves,” she said.

The **Glasgow 2026 Commonwealth Games** signalled 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 **Spring Racing Carnival**, the return of the **Big Bash League** and the **Supercars Championship Bathurst 1000**.

Seven’s back-half schedule also includes the new season of **The Voice** – which started on Sunday night – **My Kitchen Rules**, the **TV WEEK Logie Awards**, **Home and Away**, the **Brownlow Medal**, **7NEWS**, **Sunrise**, **The Morning Show**, **Better Homes and Gardens**, **The Chase Australia** and much more.



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Glasgow 2026 Commonwealth Games Highlights:

1. 26 July Evening: #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 2.56 million, national audience 964,000.
2. 29 July Night: #1 program in all people, 25 to 54s, 16 to 39s, grocery shoppers. National reach 2.39 million, national audience 1.14 million.
3. 29 July Evening: #2 program in all people, 25 to 54s, 16 to 39s. National reach 2.31 million, national audience 1.05 million.
4. 27 July Evening: #1 program in 25 to 54s and 16 to 39s. National reach 2.15 million, national audience 874,000.
5. 26 July Night: National reach 2.07 million, national audience 822,000.
6. 27 July Night: National reach 2.03 million, national audience 885,000.
7. 1 August Evening: #1 sport, #1 program in all people. National reach 1.86 million, national audience 698,000.
8. 25 July Evening: #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 1.79 million, national audience 722,000.
9. 1 August Night: National reach 1.78 million, national audience 757,000.
10. 31 July Evening: National reach 1.75 million, national audience 694,000.
11. 25 July Night: National reach 1.7 million, national audience 714,000.
12. 1 August Late: #1 program in 25 to 54s and 16 to 39s. National reach 1.7 million, national audience 694,000.
13. 29 July Late: National reach 1.65 million, national audience 582,000.
14. 24 July Evening: National reach 1.63 million, national audience 655,000.
15. 30 July Night: National reach 1.56 million, national audience 673,000.
16. 30 July Evening: National reach 1.53 million, national audience 572,000.
17. 27 July Late: National reach 1.49 million, national audience 533,000.
18. 25 July Late: National reach 1.41 million, national audience 413,000.
19. 30 July Late: National reach 1.44 million, national audience 541,000.
20. 24 July Night: National reach 1.28 million, national audience 455,000.

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About Southern Cross Media Group



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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, overnight national total TV average audience and reach – days 1-7 including ceremonies, Primetime is an average of the evening and night session. Includes spill.