

Tuesday, 1 September 2026

7plus' mega August: #1 in BVOD, up 63% AFL, Home and Away, The Rookie, The Voice and more lead the charge

The **AFL Premiership Season**, **Home and Away**, **Sunrise**, **The Voice**, the **TV WEEK Logie Awards**, the **Glasgow 2026 Commonwealth Games** and other leading content saw the Seven Network's [7plus](#) take the crown as the #1 commercial free-to-air streaming service in August, the fifth month in a row it won the top spot.

7plus captured a 48.6% share of commercial BVOD viewing in August, up from 42.2% in August last year. It was #1 in both live streaming with a 49.8% share and in VOD (46.1%).

After a record-breaking result in July, August saw 7plus achieve its second biggest monthly audience ever. Its all-people audience grew 63% last month, outpacing its commercial free-to-air rivals. In live streaming alone, the 7plus audience was up 91%.

The growth in August was driven, in part, by some of Seven's key "always on" programs including **The Chase Australia**, which saw its year-on-year audience on 7plus grow 82% during the month, **7NEWS** (up 81%), **Home and Away** (up 77%), **The Front Bar** (up 75%), **The Morning Show** (up 63%) and **Sunrise** (up 60%).

The new season of **The Voice** started in August and is posting its biggest ever numbers on 7plus with an average audience of 321,000, up 48% year-on-year.

The Rookie was the third most watched on 7plus last month behind **Home and Away** and **The Voice** with an average audience of 311,000.

The induction of *A Country Practice* into the **TV WEEK Logie Awards** Hall of Fame on 16 August triggered a sharp jump in viewing of the iconic Seven show on 7plus. Viewing jumped 63% year-on-year, with 27 million minutes watched in just two weeks.

The August numbers mean 7plus has been Australia's most-watched commercial BVOD service for nine of the past 12 months.

It was also the fastest growing commercial free-to-air streaming across the first eight months of 2026, growing its year-to-date audience 55% compared to the same period in 2025. Live viewing was up 78% and VOD viewing rose 24%.

Seven's Director of 7plus Content and Strategy, Andrew Green, said: "August was another huge month for 7plus, with more than four billion minutes – or 70 million hours – streamed,

making it our second biggest month ever and our fifth consecutive month as Australia's most-watched commercial free-to-air streaming service.

"What's particularly pleasing is the consistency of the performance. 7plus was number one in both live streaming and on demand, with Australians continuing to turn to 7plus for the biggest live moments alongside their favourite entertainment.

"September will take that to another level. The **AFL Final Series**, **Brownlow Medal** and **AFL Grand Final** headline a massive month of live sport, alongside the historic **NFL** Melbourne game, while **My Kitchen Rules** launches, **The Voice** reaches its grand finale and **Home and Away** continues with a huge month of new episodes," he said.

"More than 1.2 million Australians watched 7plus every day in August, another sign of the scale 7plus has reached. And we're only getting started."

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 526% (on Birmingham 2022)
- **AFL Premiership Season:** 7plus audience up 127%
- **7NEWS:** 7plus audience up 95%
- **The Chase Australia:** 7plus audience up 91%
- **Farmer Wants A Wife:** 7plus audience up 86%
- **Home and Away:** 7plus audience up 74%
- **Australian Idol:** 7plus audience up 74%
- **The Front Bar:** 7plus audience up 72%
- **7NEWS Spotlight:** 7plus audience up 67%
- **The TV WEEK Logie Awards:** audience up 64%
- **Sunrise:** 7plus audience up 57%
- **The Morning Show:** 7plus audience up 56%
- **The 1% Club:** 7plus audience up 54%
- **The Voice:** 7plus audience up 48%

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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 August to 30 August vs same calendar days in 2025, YTD YOY is 1 January to 30 August 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 (past 7 days overnight).