

Tuesday, 22 September 2026

Brownlow Medal's golden night on Seven Biggest audience in more than a decade and reaches 3.4 million

The Seven Network's live, free and exclusive of AFL's night of nights, the **2026 Charles Brownlow Medal**, hit the mark with viewers last night, reaching 3.4 million people across Seven and [7plus Sport](#).

A national total TV audience of 1.63 million, up 18% from 1.38 million last year, tuned in as Collingwood's Nick Daicos made history, polling 47 votes – the most ever recorded in a single season.

This year's coverage produced the biggest Brownlow audience in more than a decade. More than 435,000 people tuned in on 7plus Sport, up 37% on last year.

Earlier last night, **Brownlow Medal Red Carpet** reached 1.78 million Australians, with a national total TV audience of 977,000, up 11% on last year. More than 273,000 watched the red carpet coverage on 7plus Sport.

Seven's Brownlow Medal coverage was presented 7AFL commentator and host of **Unfiltered**, Hamish McLachlan, alongside **7NEWS** Melbourne Chief Sport Presenter, Rebecca Maddern. 7AFL host and field commentator Abbey Holmes led coverage of the **Brownlow Medal Red Carpet**, thanks to Colgate, alongside Emma Freedman, Dale Thomas and Matthew Richardson.

Seven Network Head of AFL and Sport Innovation, Gary O'Keeffe, said: "On behalf of the Seven Network, we congratulate Nick Daicos on his historic 47-vote Brownlow Medal win last night at Crown Palladium.

"Nick's extraordinary season was capped with a place in the history books, polling 47 votes – the most by any player in a single season.

"It was also a significant night for another champion of our game, with Patrick Dangerfield equalling Gary Ablett Jr's remarkable record of 262 career votes," he said.

"On a memorable night, our team once again delivered an outstanding broadcast – and Seven's biggest Brownlow Medal audience in more than a decade – highlighted by Hamish McLachlan's compelling post-win interview with Nick and Rebecca Maddern's brilliant steer of the room and conversations with some of the biggest names in football.

“As the countdown continues to the ultimate prize in Saturday’s **AFL Grand Final**, Seven has fans covered throughout a massive Grand Final Week. Then, on Saturday, all roads lead to the MCG for the **2026 AFL Grand Final**, with Seven’s coverage kicking off from 7.00am and building throughout the day to the biggest game of the year, live, free and exclusive on Seven and 7plus Sport.”

The Brownlow Medal marks the beginning of football’s biggest week. **The Agenda Setters** returns to Seven and 7plus Sport at 8.30pm tonight with a Grand Final special of the hard-hitting program, headlined by host Kane Cornes, Walkley Award winning journalist Caroline Wilson, Luke Hodge and Dale Thomas.

Wednesday night brings the premiere the feature-length documentary **Centimetre Perfect**, honouring the life and career of beloved Australian broadcasting icon, Dennis Cometti, at 8.30pm on Seven and 7plus Sport.

On Thursday night, the Geelong Cats face Hawthorn at GMHBA stadium to kick off AFLW Round Seven, while Mick Molloy, Sam Pang and Andy Maher take their seats at **The Front Bar** for one last time for the 2026 AFL season as they celebrate a special Grand Final edition of everyone’s favourite sports show from 8.30pm.

The **2026 AFL Grand Final** is live, free and exclusively on Seven and 7plus Sport this Saturday. Seven’s coverage kicks off at 9.00am AEST from the MCG.

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Source: VOZ 5.0 national (Pre 2021 figures are TAM Only). Average audience and cume reach. 2026 Brownlow Medal and Red Carpet vs previous years. Data overnight.