

Sunday, 27 September 2026

AFL Grand Final rewrites the record books

- **Most watched AFL Grand Final ever**
- **#1 program on Australian television this year**
- **Reaches 6.5 million, total TV audience of 4.52 million**
- **Record audience on 7plus**

The Seven Network's live, free and exclusive coverage of the **2026 AFL Grand Final** showdown between the Brisbane Lions and Fremantle at the MCG has taken the crown as the most watched TV program of the year, with a national total TV audience of 4.52 million and an audience reach of 6.5 million.

The number of people who turned to Seven and [7plus Sport](#) to watch Brisbane claim the 2026 Premiership Cup was up 8% on last year and the highest rating **AFL Grand Final** ever.

Yesterday's thrilling game set a new audience record on 7plus, with 1.42 million viewers, up 44% from 984,000 in 2025 – giving 7plus its biggest day ever.

The Seven Network was the #1 network on Saturday, with the **AFL Grand Final**, the **AFL Grand Final Post-Match Presentations**, the **AFL Grand Final Pre Game Entertainment** and the **AFL Grand On The Ground** the four most-watched programs. **7NEWS** was ranked #5.

From 6am to 6pm yesterday, Seven had an 86% commercial share in all people, including an 88.5% share in 25 to 54s. 7plus was #1 in BVOD on Saturday, with an 85.6% audience share. In live streaming alone, 7plus had an 89.3% share.

The **AFL Grand Final Post-Match Presentations** reached 6 million, with a national total TV audience of 3.96 million, up 18% on 2025. The **AFL Grand Final Pre-Game Entertainment** starring Kylie Minogue, G Flip, Michael Paynter, William Barton and Mike "Up There Cazaly" Brady reached 4.35 million and had a national total TV audience of 1.83 million, up 20% on last year.

Across social media, 7AFL's digital platforms delivered huge numbers throughout **AFL Grand Final Day**, generating more than 16,492,500 total impressions, 1,514,560 engagements and 9,317,520 video views.

The **2026 AFL Grand Final** was the highlight of a remarkable AFL season on Seven and 7plus Sport. The Finals Series (excluding yesterday's match) reached 9.1 million people and a total TV audience of 1.12 million, up 9% from 1.03 million in 2025.

The full AFL season on Seven and 7plus Sport, including the Grand Final, reached 18.5 million people and had a total TV audience of 681,000, up 9% from 626,000 last year.

Southern Cross Media Group's Director of Sport, TV, Audio and Streaming, Chris Jones, said: "In an extraordinary end to the greatest Finals Series we've ever seen, Australians turned to Seven and 7plus Sport in record numbers, making the 2026 **AFL Grand Final** the highest rating Grand Final ever.

"From the opening moments of our coverage outside the MCG, through Kylie Minogue's show-stopping pre-game performance, an unforgettable match and the premiership celebrations, Australians were with us every step of the way. To see audiences of this scale across the entire day is an outstanding result and speaks to the incredible power of the AFL and the appetite Australians have to experience our biggest sporting moments live and free.

"Thank you to the AFL and the players for putting on a spectacular show," he said.

"With a record 1.42 million Australians streaming the Grand Final on 7plus Sport, the continued growth of both broadcast television and digital streaming demonstrates the extraordinary strength of Seven across every screen. Together, we're able to reach more Australians and make our biggest sporting moments more accessible than ever – live and free, wherever and however audiences choose to watch.

"As we look ahead to an action-packed sport schedule including the **Rugby League World Cup, Bathurst 1000, Spring Racing Carnival** including The Everest, Caulfield Cup and historic Cox Plate, an incredible Summer of Cricket and the **AFLW** Finals, we look forward to delivering more world-class sport coverage to all Australians."

Seven's Head of AFL and Sport Innovation, Gary O'Keeffe, said: "From the opening week of the Finals through to an unforgettable record-breaking Grand Final, Australians have just enjoyed the greatest AFL Finals Series ever, and the extraordinary audiences across Seven and 7plus Sport demonstrate just how strongly it captured the nation.

"Week after week, the football delivered – thrilling contests, huge moments, compelling storylines and performances that will be remembered for years to come.

"The passion Australians have for this game has been on full display throughout September, and it has been a privilege for our team to bring every moment of both the home and away season and Finals Series live and free to fans across the country. We're incredibly proud of what we've delivered across Seven and 7plus Sport this season, and we already can't wait to do it all again in 2027," he said.

"Congratulations to Chris Fagan and the Brisbane Lions on a remarkable third consecutive

premiership and their second three-peat in club history – becoming just the second club, alongside Melbourne, to achieve that feat. For Fremantle, the heartbreak will be immense. With the entire state of Western Australia behind them, the Dockers were exceptional all season and gave absolutely everything on Grand Final Day.

“We thank our partners at the AFL and its clubs for another record-breaking season on Seven and 7plus Sport and look forward to rounding out an action-packed Round 7 of the **AFLW** today as the race to the Finals Series continues, live and free on Seven and 7plus.”

Seven’s Director of Sales, Television and Streaming, Katie Finney, said: “There’s no better platform to connect with audiences than the **AFL Grand Final**, and this year proved it once again. The 2026 decider was the most watched program of the year and the highest-rating Grand Final ever, cementing its status as the #1 winter sport for both viewers and brands.

“Seven’s AFL coverage across the entire season delivered unmatched reach and engagement across all demographics and screens, while 7plus Sport has once again set a new streaming record for AFL. Free, live sport is where brands can connect with audiences and cultural moments at scale.

“The biggest events this summer are on Seven and 7plus Sport, including the upcoming **Bathurst 1000** in two weeks, the **Rugby League World Cup** exclusive to Seven and 7plus Sport kicking off 15 October and the first Test match between Australia and New Zealand starting 9 December. I’m excited to have brands once again having the platform of live sport to connect with Australian audiences at scale.”

Seven assembled football’s #1 commentary team for its **AFL Grand Final** coverage, featuring James Brayshaw, Brian Taylor, Abbey Holmes, Kane Cornes, Luke Hodge, Matthew Richardson, Nick Riewoldt, Mitch Cleary, Hamish McLachlan, Daisy Pearce, Dale Thomas, Joel Selwood, Rebecca Maddern, Campbell Brown, Kate McCarthy, Brendan Fevola and Jason Richardson.

Weekend Sunrise’s Saturday **AFL Grand Final Special** was hosted by Monique Wright and David Woiwod. **7NEWS** reporters Tom Morris, Theo Doropoulos, Kate Massey and Xander McGuire presentED all the breaking news throughout the day, while **Sunrise** reporter Katie Brown delivered all the colour from around the MCG and the Yarra Park Footy Festival.

Fans can relive every moment of the 2026 **AFL Grand Final** for free on 7plus Sport, with highlights from Australian sport’s biggest day also available across 7plus Sport and YouTube.

By the numbers: Seven’s 2026 AFL Grand Final Day:

- **AFL Grand Final:** National reach 6.5 million, national total TV audience 4.52 million, including 1.42 million on 7plus Sport.

- **AFL Grand Final Post-Match Presentations:** National reach 6 million, national total TV audience 3.96 million.
- **AFL Grand Final On The Ground:** National reach 4.04 million, national total TV audience 3.27 million.
- **AFL Grand Final Pre-Game Entertainment:** National reach 4.35 million, national total TV audience 1.83 million.
- **AFL Grand Final Post-Match:** National reach 941,000, national total TV audience 519,000.
- **AFL Grand Final Countdown:** National reach 1.48 million, national total TV audience 693,000.
- **AFL Grand Final Brunch:** National reach 1.16 million, national total TV audience 495,000.

For more information, please contact:

Emma Francis
Head of Communications – Sport
M: 0415 721 413
E: efrancis@seven.com.au

Neil Shoebridge
M: 0417 511 012
E: neil@skmediagroup.com.au

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 and Cume Reach. 2025 AFL Grand Final vs previous Grand Finals, average audience figures are match only excludes pre/post game unless otherwise stated. Reach includes pre/post match. Data overnight.