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7plus' super September

AFL Grand Final, AFL Finals, The Voice, NFL and more deliver big numbers

The Seven Network's [7plus](#) delivered a massive result in September, achieving its best audience numbers since March and its biggest share this year and easily ranking as the #1 commercial free-to-air streaming service.

The audience on 7plus jumped 9% compared to August and was up 19% on September 2025, fueled by the **AFL Grand Final**, the **AFL Final Series**, **The Voice**, the **2026 Charles Brownlow Medal**, **Home and Away**, **NFL Melbourne Game**, **The Front Bar** and the launch of the new season of **My Kitchen Rules**.

Across September, 7plus captured a 50.2% share of commercial BVOD viewing, up from 46.4% in September last year. It was #1 in both live streaming with a 51.1% share and in VOD (48.1%).

The **AFL Grand Final** between the Brisbane Lions and Fremantle was the star performer on 7plus last month with a streaming audience of 1.42 million viewers, up 44% on 2025. That set a new audience record for 7plus and gave the platform its biggest single day ever, delivering more than 533 million minutes across the day (beating the Tokyo Olympics) and reaching more than three million people.

The **AFL Final Series** had 209,000 viewers on 7plus, up 62% on last year, while the **2026 Charles Brownlow Medal** captured 435,000 viewers, up 37%.

More than 155,000 people watched the historic **NFL Melbourne Game** on 7plus, a record number for an NFL game on the streaming platform.

The 2026 season of **The Voice** wrapped on 27 September, with the Grand Finale having 230,000 viewers on 7plus, up an impressive 77% compared to last year. Across its full season, **The Voice's** 7plus audience was up 48%.

Other star performers on 7plus in September included **Home and Away**, which was up 29% compared to September 2025, **The Chase Australia** (up 34%), **7NEWS** (up 31%), **The Front Bar** (up 32%), **Sunrise** (up 27%) and **The Morning Show** (up 32%).

Seven's Director of 7plus Content and Strategy, Andrew Green, said: "September was an extraordinary month for 7plus, with Australians turning to us in record numbers for some of the biggest live moments of the year.

“**AFL Grand Final** Day was a real milestone. More than three million Australians used 7plus across the day, and the game itself delivered a record average streaming audience of 1.42 million.

“It was a great result and another sign of how streaming continues to grow and play a bigger role in how Australians watch TV,” he said.

“But September wasn’t just about one event. The **AFL Finals**, **Brownlow Medal** and historic **NFL Melbourne Game** brought huge live audiences to 7plus, while **The Voice** finished its biggest-ever season on the platform. And after being our biggest streaming entertainment tentpole of 2025, **My Kitchen Rules** returned even stronger, delivering its biggest-ever launch on 7plus, up 65% on last year.

“And there’s plenty more to come. The biggest events continue in October with the **Bathurst 1000**, then the **Rugby League World Cup**, live, free and exclusive to Seven and 7plus.”

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%.
- **Farmer Wants A Wife**: 7plus audience up 86%.
- **7NEWS**: 7plus audience up 86%.
- **The Chase Australia**: 7plus audience up 84%.
- **Australian Idol**: 7plus audience up 74%.
- **Home and Away**: 7plus audience up 69%.
- **The Front Bar**: 7plus audience up 67%.
- **The TV WEEK Logie Awards**: audience up 64%.
- **AFL Final Series**: 7plus audience up 62%.
- **7NEWS Spotlight**: 7plus audience up 60%.
- **The 1% Club**: 7plus audience up 54%.
- **Sunrise**: 7plus audience up 53%.
- **The Morning Show**: 7plus audience up 53%.
- **The Voice**: 7plus audience up 48%.
- **AFL Grand Final**: 7plus audience up 44%.
- **2026 Charles Brownlow Medal**: 7plus audience up 37%.

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About Southern Cross Media Group

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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 September to 29 September vs same calendar days in 2025, YTD YOY is 1 January to 29 September vs same calendar dates last year. Program uplift is YTD as at 29 September vs same time last year. Data when watched, program data: cons7 (past 7 days overnight).