



28 September 2014

## 2014 AFL Grand Final dominates on Seven

Over 4 million Australians watched the Hawks claim back-to-back premierships on Channel 7 in a convincing 63-point win over Sydney.

Seven's live and exclusive coverage of the 2014 AFL Grand Final has drawn massive TV audiences around the country, with the match broadcast averaging a combined 3.718m viewers including regional areas, up 87,000 viewers on last year, and peaking at 4.251m viewers.

The audience in metro areas averaged 2.813m viewers, up 96,000 viewers on last year, and peaked at 3.128m viewers, while the share for the match was a huge 88.6 per cent.

In individual markets, the audiences were also outstanding. In Melbourne, an average of 1.310m fans tuned in, up 31,000 on last year, peaking at 1.431m, with a staggering share of 96.4%. On the Swans home turf in Sydney the match averaged 551,000, peaked at 632,000 and the share was an enormous 81.2%.

### 2014 AFL Grand Final ratings

COMBINED (METRO + REGIONAL)	COMBINED	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: HAWTHORN V SYDNEY	3,718,000	4,251,000

METRO	METRO	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: SYDNEY V HAWTHORN	2,813,000	3,128,000

### Average AFL audience for each city

GAME	SYD 7mate	MELB Ch7	BRIS 7mate	ADEL Ch7	PERTH 7mate
SEVEN'S AFL: GRAND FINAL: HAWTHORN V SYDNEY	551,000	1,310,000	275,000	302,000	376,000

### Peak AFL audiences for each city

GAME	SYD 7mate	MELB Ch 7	BRIS 7mate	ADEL Ch 7	PERTH 7mate
SEVEN'S AFL: GRAND FINAL: HAWTHORN V SYDNEY	632,000	1,431,000	310,000	346,000	409,000

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## Other 2014 AFL Grand Final program ratings

COMBINED (METRO + REGIONAL)	COMBINED	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: GAME DAY	414,000	632,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	938,000	1,776,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	2,185,000	2,679,000
SEVEN'S AFL: GRAND FINAL: ON THE GROUND	2,829,000	3,167,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	3,380,000	4,017,000
SEVEN'S AFL: GRAND FINAL: POST MATCH	2,486,000	3,224,000

METRO	METRO	
	AV. AUD	Peak AUD
SEVEN'S AFL: GRAND FINAL: GAME DAY	285,000	385,000
SEVEN'S AFL: GRAND FINAL: PREVIEW	701,000	1,335,000
SEVEN'S AFL: GRAND FINAL: PRE-MATCH ENTERTAINMENT	1,698,000	2,034,000
SEVEN'S AFL: GRAND FINAL: ON THE GROUND	2,174,000	2,393,000
SEVEN'S AFL: GRAND FINAL: PRESENTATIONS	2,557,000	3,021,000
SEVEN'S AFL: GRAND FINAL: POST MATCH	1,835,000	2,371,000

Further information contact Greg Smith on 0438 777 164

Source: OzTAM (Metro) and RegTAM (Regional). Seven/7mate. Combined (Metro + Regional). Program performance and ranking information is subject to change as this report is produced on unconfirmed program logs. Metropolitan market Data is copyright OzTAM. Regional market Data is copyright RegTAM.