



Media Release

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***Farmer Wants A Wife* harvests massive audiences**

The Seven Network today detailed the massive success of *Farmer Wants A Wife*, the second prime time tentpole to launch under its content led growth strategy.

Farmer Wants A Wife has continued Seven's winning ways, delivering major year on year timeslot growth in key demographics and huge audiences on 7plus, the #1 Commercial FTA BVOD service.

Angus Ross, Seven's Network Programming Director, said: "*We've reinvented our 2020 entertainment schedule with proven, powerful formats and Farmer Wants A Wife has continued the ratings momentum created by our relaunch of Big Brother. Number one nationally, major growth in key demos and streaming numbers that have kept 7plus number one – it's a multi-platform winner.*"

Key points on the success of *Farmer Wants A Wife*:

- Reached 6 million viewers nationally.
- Seven's 2020 season of *Farmer* delivered 32% more audience than Nine's 2016 season.
- *Farmer's* average national series audience of 1.37 million viewers puts it ahead of *Masterchef*, *Australian Ninja Warrior*, *The Voice*, *The Block*, *Gogglebox* and *The Masked Singer* so far in 2020.
- Delivered timeslot growth in key demos: +24% for 25-54s, +24% for 16-39s.
- Seven's biggest entertainment program so far in 2020 and biggest reality show in two years.
- The second-biggest launch ever on 7plus, behind only *Big Brother*.
- A VPM rating of 164k on 7plus (live + 7-day VOD).
- Over 100 million minutes streamed across live and VOD.

Seven's content led growth strategy continues this Sunday at 7.00pm with the launch of *Plate of Origin* on Channel 7, and *Farmer Wants A Wife* will return to Seven in 2021.

Ends.

Source: OzTAM (Metro Broadcast, BVOD National), RegionalTAM (Comb. Agg Markets). FFAW Ep 10: Mon 24/8, Series to date: 26/7-24/8/2020. Timeslot audience growth compares latest Ep/series timeslot (Sun 1900-2030 & Mon 1930-2030) vs same period last year on Seven Primary. VPM Rating ~ Average Audience. Network National Reach Estimate based on Metro & Regional panels for minimum of 5 consecutive minutes of FFAW viewed. Projections based on Consolidated 7. Data: Overnight.

For more details:

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market leading presence in content production across broadcast television, publishing and digital.

The company comprises some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and BVOD offering 7plus, as well as The West Australian and The Sunday Times and Seven Studios. Home to iconic brands such as Big Brother, House Rules, Farmer Wants a Wife, Home and Away, Better Homes and Gardens, Australia's leading news and breakfast programs 7NEWS and Sunrise, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and the Olympics.