



Wednesday, 29 July 2020

## Seven sensational weeks for Seven

Seven today marked its seventh week in a row winning all key demographics across broadcast and its 15<sup>th</sup> week in a row of CFTA BVOD dominance with the release of ratings figures for the full week of Sunday, 19 July to Saturday, 25 July 2020.

Angus Ross, Seven's Network Programming Director, said: *"With the combination of Big Brother, the AFL and our strong content spine of 7NEWS, Sunrise, The Chase, The Morning Show and Home and Away, we've been unbeatable in all key demographics and even stronger on BVOD with 7plus."*

*"The first part of our new tentpole strategy has really kicked in, delivering us seven massive weeks on broadcast and 15 weeks atop CFTA BVOD with 7plus. With more Farmer and more footy coming up, we're confident there's more wins for us coming up too."*

### Broadcast

- Seven dominated with a 40.1% network commercial share for Total People, 37.8% commercial share for 25-54s and 38.7% commercial share for 16-39s for the week.
  - This represented 9.7% year on year growth for Total People, 11.3% growth for 25-54s and 18.6% growth for 16-39s.
- Channel 7 dominated with a 28.3% channel commercial share for Total People, 27.0% commercial share for 25-54s and 27.0% commercial share for 16-39s for the week.
  - This represented 11.1% year on year growth for Total People, 18.8% growth for 25-54s and 22.6% growth for 16-39s.
- Seven was home to five of the top 10 shows for 25-54s during the week.
- *Big Brother: Winner Announced* averaged 1.25m nationally, securing a commercial share of 36% for 25-54s and 36.1% for 16-39s in its timeslot.
- *Big Brother* finale secured a commercial share of 32.3% for 25-54s and 31.1% for 16-39s in its timeslot.
- Episode 20 of *Big Brother* (Tuesday, 21 July) averaged 1.19m nationally, securing a commercial share of 35.3% for 25-54s and 33.4% for 16-39s in its timeslot.
- *7NEWS Presents: Murder In The Outback* dominated Sunday with 1.532m viewers nationally / 961k metro.
- *7NEWS* at 6.00 won every night, with Monday to Friday averaging 1.803m national / 1.151m metro.
- *Sunrise* won every single morning, with Monday-Friday averaging 490k national / 281k metro.
- Seven's AFL was the top sport of the week, with Friday's match between GWS v Richmond the top sports broadcast of the week with 740k national / 552k metro.
- *Home and Away* was the top Australian drama, averaging 1.016m national / 623k metro Monday to Thursday.

## 7plus

- 7plus secured its biggest week ever with 221.7 million minutes streamed from Sunday, 19 July to Saturday, 25 July.
- 7plus continued its dominance of the Commercial FTA BVOD market with a 46.5% share of total minutes, a 46.4% of Live minutes and a 46.6% share of VOD minutes.
- This was 7plus' 15<sup>th</sup> week as the top CFTA BVOD service.
- 7plus delivered its biggest-ever week of live streaming with 79.6 million minutes across the week.

Ends.

*Source: OzTAM (Metro Broadcast, National VPM). RegionalTAM (Comb. Agg Markets). W/C 19/7/2020. 1800-2400 Metro CShares (Network and Primary) and Ave Aud Growth (W/C 19/7/2020 v W/C 21/7/2019). BVOD dominance for CFTA CShare for Live & VOD streaming minutes. Programs for National/Combined (Met + Reg) and Metro. Data: Cons7 prior L7D, Overnight Preliminary L7D.*

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.