



Saturday, 1 January 2022

## Seven Network #1 in 2021

- #1 in calendar and survey years**
- #1 BVOD in 2021: 7plus**
- #1 program of 2021: AFL Grand Final**
- #1 series of 2021: The Voice**
- #1 local drama series: Home and Away**
- #1 in news**
- #1 at breakfast**

Hard on the heels of its victory in the 2021 television ratings survey year, the Seven Network has taken the #1 spot in television for the calendar year.

With a 39.6% commercial audience share in total people, Seven was a clear winner, also taking the crown in people 16 to 39 and under 50 (see below).

Seven was the only network to increase its audience shares in total people, 25 to 54s, 16 to 39s and under 50s during 2021.

Channel 7 ended the year #1 in total people and 16 to 39s. Like the network, the primary channel lifted its audience shares in total people, 25 to 54s, 16 to 39s and under 50s. It recorded growth in its audience numbers in those four groups.

Across 2021, 7mate was the #1 multichannel. [7plus](#) was the #1 commercial BVOD service and smashed streaming records with its coverage of **Olympic Games Tokyo 2020**.

The highlights of 2021 included:

- Seven Network: #1 in prime time in total people, 16 to 39s and under 50s
- Seven Network: #1 in 29 of 52 weeks
- Channel 7: #1 in prime time in total people and 16 to 39s
- Channel 7: Four of the top five programs of the year
- Channel 7: 11 of the top 20 programs of the year
- 7plus: #1 commercial free to air BVOD service
- 7mate: #1 multichannel
- 7mate, 7two, 7flix: #1 multichannel group

Seven delivered more #1 results than any other network in 2021, with the most watched shows in Australia:

- #1 program: **2021 AFL Grand Final** – 4.1 million national total audience



# Media Release

- #1 sporting event: **Olympic Games Tokyo 2020** – 21 million Australians watched Seven's live, free and exclusive coverage across 17 days
- #1 winter sport: **AFL**
- #1 regular series: **The Voice** – 2.11 million national total audience
- #1 entertainment show: **The Voice** – 2.11 million national total audience
- #1 news program: **7NEWS** (#1 for six years in a row) – 1.58 million national total audience
- #1 breakfast show: **Sunrise** (#1 for 18 years in a row) – 462,000 national total audience
- #1 Australian drama: **Home and Away** – 1.11 million national total audience
- #1 daily quiz show: **The Chase Australia** – 880,000 national total audience
- #1 lifestyle show: **Better Homes and Gardens** – 788,000 national total audience
- #1 morning show: **The Morning Show** (#1 for 14 years in a row) – 252,000 national total audience

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: "After a two-year break, Seven is back where it belongs as the most-watched TV network in Australia.

"Taking the ratings crown in both the calendar and survey years, along with 7plus capturing the #1 position in BVOD, is a tribute to the talent and hard work of the Seven team and the appeal of our content.

"**Olympic Games Tokyo 2020** was the biggest television and streaming event in Australian history, but it wasn't the only highlight for Seven this year," he said.

"**The Voice, the AFL, 7NEWS, Home and Away, Farmer Wants A Wife, Dancing With The Stars: All Stars, SAS Australia, Sunrise, The Chase Australia, The Morning Show, Better Homes and Gardens, Homicide: With Ron Iddles, 7NEWS Spotlight** and many more shows were a hit with viewers of all ages and ensured we were the clear winner in 2021."

Seven's Director of Network Programming, Angus Ross, said: "After a great 2021, we can't wait to get stuck into 2022.

"Seven's summer of cricket is the perfect lead-in to our great content for the first part of the new year, including **The Voice: Generations**, the new seasons of **SAS Australia** and **Dancing With The Stars: All Stars**, and the **Olympic Winter Games Beijing 2022** in February.

"That is just the start of a massive content schedule that also includes **Farmer Wants A Wife** with Samantha Armytage, the **XXII Commonwealth Games, Big Brother, AGT, Australian Idol, Apartment Rules, Claremont, Strike Force, Code 1: Minute by Minute, Supercars**, horse racing and the return of Australia's favourite cooking show, **My Kitchen Rules**," he said.

"This year, viewers embraced our content across all screens and took us back to #1 in TV. We are determined to keep the crown in 2022."






# Media Release

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "As the only network to increase its audiences shares in total people and the key demographics this year, we are delighted to have delivered strong results for our partners across broadcast and digital."




"Our strategic content and innovation road map for 2022 will ensure we deliver again. The new year will bring an unmatched content line-up across news, sport and entertainment, including the biggest broadcast and digital event of 2022 in the Winter Olympics; a constant parade of innovative new sales and digital products that includes e-commerce and interactivity; and our ongoing investment in new trading technology to make it simpler for buyers to execute with ease across our platforms. All of this will accelerate our ongoing commitment to creating an Enhanced Advertising and Viewer Experience [E.A.V.E.] to achieve better results for partners."

## SEVEN: #1 IN 2021


Total people: calendar year commercial audience shares (%)

	2021	2020	CHANGE
	39.6	37.0	+2.6
	36.9	38.3	-1.4
	23.5	24.7	-1.2

Under 50s: calendar year commercial audience shares (%)

	2021	2020	CHANGE
	36.6	33.5	+3.1
	35.6	37.3	-1.7
	27.8	29.2	-1.4

16 to 39s: calendar year commercial audience shares (%)

	2021	2020	CHANGE
	36.7	33.7	+3.0



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	34.1	35.9	-1.8
	29.1	30.4	-1.3

25 to 54s: calendar year commercial audience shares (%)

	2021	2020	CHANGE
	<b>35.8</b>	<b>33.1</b>	<b>+2.7</b>
	36.3	37.7	-1.4
	27.9	29.2	-1.3

## 7PLUS: #1 IN 2021

BVOD, calendar year

	COMMERCIAL SHARES (%)	MINUTES STREAMED
7plus	<b>45.1</b>	<b>15.55 billion</b>
9Now	41.0	14.11 billion
10play	13.9	4.78 billion

## OLYMPIC GAMES TOKYO 2020

- Biggest television and streaming event in Australian history
- Seven's broadcast up 71% on Rio 2016 nationally, up 80% in the capital cities
- Opening Ceremony: 3.7 million total viewers
- Closing Ceremony: 1.9 million total viewers
- 21 million Australians watched Seven's live, free and exclusive coverage across 17 days
- 7plus: Australians watched more than 4.74 billion minutes on 7plus, making it the biggest digital event in Australian history



## TOP 20 PROGRAMS OF 2021

Ranked by total TV audience

RANK	NETWORK	PROGRAM	TV TOTAL (000s)*	BVOD (000S)	TOTAL (000S)
1	Seven	Seven's AFL: Grand Final: Melbourne v. Western Bulldogs	3,899	197	4,096
2	Seven	Tokyo 2020 Olympic Games: Opening Ceremony	3,488	206	3,694
3	Nine	NRL Grand Final Day Match	3,300	357	3,656
4	Seven	Seven's AFL: Grand Final: Presentations	3,451	94	3,545
5	Seven	Tokyo 2020 Olympic Games: Day 9 Night	2,859	211	3,070
6	Nine	State Of Origin Rugby League Qld v NSW First Match	2,758	284	3,042
7	Nine	State Of Origin Rugby League Qld v NSW Second Match	2,755	276	3,031
8	Seven	Seven's AFL: Grand Final: On The Ground	2,952	77	3,029
9	Nine	NRL Grand Final Day Presentation	2,658	287	2,945
10	Nine	The Block Grand Final Winner Announced	2,687	211	2,898
11	Nine	State Of Origin Rugby League Qld v NSW Third Match	2,569	266	2,835
12	Seven	Tokyo 2020 Olympic Games: Day 12 Night	2,454	168	2,622
13	Seven	Tokyo 2020 Olympic Games: Day 8 Night	2,367	163	2,529
14	Seven	Tokyo 2020 Olympic Games: Opening Ceremony Late	2,308	140	2,448
15	Ten	Oprah With Meghan and Harry	1,943	427	2,369
16	Nine	Married At First Sight Finale	1,947	407	2,353
17	Nine	The Block Grand Final	2,239	108	2,347
18	Seven	Tokyo 2020 Olympic Games: Countdown To Opening Ceremony	2,248	91	2,340
19	Seven	Tokyo 2020 Olympic Games: Day 2 Night	2,228	110	2,338
20	Seven	Tokyo 2020 Olympic Games: Day 9 Evening	2,179	147	2,326

\* Linear and time shifted numbers



# Media Release

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Source: Metro (OzTAM), RegionalTAM (comb. agg markets). Total audience | Linear and BVOD average audience | Period – Calendar Year (1.1.21 to 31.12.21) | Daypart 1800-2400 (Primetime) | Seven Network | Metro commercial shares | News (weeknights only), Sunrise 0700-0900, Home and Away #1 commercial free to air drama, excl Late and multichannel, The Chase Australia #1 nightly quiz show, excl 5pm | Tokyo 2020 Olympics reach based on VOZ for Seven linear, 7plus and Olympic pop-up channels for Olympic content, Opening and Closing Ceremony VOZ average audience on program name for Opening Ceremony | Consolidated 7 Data

## **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 is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Voice**, **Dancing With The Stars: All Stars**, **Home and Away**, **The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.