



2 February, 2015

## **Seven's Australian Open peaks at 3.37million viewers for Novak's High Five**

Seven's coverage of the Australian Open Men's Final enjoyed a big increase on 2014 viewing – with a peak TV audience of 3.371 million viewers – while the groundbreaking coverage on Yahoo7 digital multiplatforms added a massive 4.1m video streams for the tournament.

### **TELEVISION**

Novak Djokovic's historic four-set triumph over Andy Murray to claim his 5<sup>th</sup> Australian Open title was the most watched match of the 2015 tournament, and also the highest rating TV program for the Summer.

On combined (metro + regional) ratings, the match attracted an average audience of 2.535million – up by 7 per cent from 2.377m in 2014.

The average 5 City Metro audience was 1.88m – up 12 per cent from 1.683m metro viewers in 2014.

Overall Seven's match broadcast peaked at a massive combined audience of 3.371m.

It was the No1 show for Sunday night – acing Nine's One Day Cricket Final (Combined 1.495m; Metro 991,000) and Ten's I'm a Celebrity Get Me Out Of Here! (Combined 1.645m; Metro 1.198m).

Seven was also the No. 1 TV network last night with a 41.4 per cent FTA metro share, dominating Nine (23%), Ten (18%), ABC (13%) and SBS (4.5%).

Across primetime versus commercial networks, the Seven Network delivered 80 per cent more viewers than Nine, and 129 per cent more than Ten.

Throughout the tournament, Seven's Australian Open coverage reached more than 13 million people, representing an increase of 2 per cent on 2014 – and not factoring in the huge new audiences watching Seven's match coverage live-streamed on mobile, tablet, desktop and Hybrid TV.

### **DIGITAL PLATFORMS**

- Across 14 days of the Australian Open there was a total of 4.1m streams generating more than 22.1m minutes of viewing across Tablet, Mobile and Desktop devices;\*
- Live streams dominated viewing – more than 4 out of every 5 streams. This represents a behavioural shift with research on past sporting events showing a preference for catch-up on digital devices;\*
- Tablets and Mobile devices delivered more than 70 per cent of all streams viewed across the Open. iPads and iPhone usage was well-ahead of Android devices;\*
- There have now been almost a quarter of a million downloads of the 7SPORT app. Both the iPad and iPhone versions of the 7SPORT app topped the Sports (free) chart in the final days of the Australian Open, with the iPad version in the no. 1 spot for 15 consecutive days;\*\*
- Social media saw marked increases on the previous year. Total impressions for 7SPORT Twitter during the 2015 tournament were 2.8 times larger than the 2014 Open, and engagements up about 150%;\*\*\*

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- While live stream dominated viewing, lighter moments of the Open dominated the short-form clips with Ball girl takes a classic catch, Smyczek's great sportsmanship and Don't mess with Rafa's routine making up the top 3 clips.\* These clips also generated buzz on social platforms, like Facebook, with posts for Smyczek's great sportsmanship reaching 2.4 million users with high-levels of engagement.\*\*\*\*

\* Brightcove. Video Views, Minutes Viewed, Views by Device, Top Videos. 19 Jan - 1 Feb 2015.  
\*\* Distimo. Lifetime Downloads, Rankings - iPad : Australia : Sports (free). (Data at 2 Feb, 2015).  
\*\*\* Twitter Analytics (19 Jan - 1 Feb 2015).  
\*\*\*\* Facebook Insights (Data at 1 Feb, 2015).

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