



Media Release

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Home and Away: Australia's #1 drama

With its incredible 33rd season wrapping up last night, **Home and Away** has once again proven it has the heart of the nation by outrating all other Australian dramas on commercial TV this year.

Across its 2020 season, **Home and Away** delivered an average total video audience of 1,119,000. Broadcast averaged 989,000 including 610,000 in the capital cities and BVOD audience of 130,000.

On 7plus (Australia's #1 commercial free to air BVOD platform), **Home and Away** has consistently delivered significant audiences across 2020, with over 560 million minutes of the drama streamed on VOD across the year.

Seven's Network Director of Programming, Angus Ross, said the success of the much-loved series this year was even more remarkable than normal, given the impact of COVID-19 on production.

"**Home and Away**'s success this year is a fantastic result given the nine-week production shutdown in March, April and May and the ongoing production challenges since then. The show's amazing team ensured it didn't miss a beat on air.

"To close out the year as the #1 Australian drama given the circumstances is a well-deserved achievement for everyone involved in its production. It's easy to see why all of us at Seven love **Home and Away**, and it is great to once again see that love reflected in our audience numbers."

Seven's Network Sales Director, Natalie Harvey, said: "The place of **Home and Away** at 7.00pm, four nights a week, demonstrates its key role in our content spine. It keeps viewers engaged with Seven, helping deliver great results for our partners out of **7NEWS** and into our 7.30pm programming.

"**Home and Away**'s success on 7plus further amplifies its importance to our schedule and gives partners another great way to reach the dedicated and passionate audience that the show has built over the past 33 seasons."

Home and Away will return to Channel 7 and 7plus for its 34th season in early 2021.

Home and Away in 2020:

- #1 Australian drama series on commercial free-to-air TV
- Total video audience over 1.1 million
- #1 streamed drama series on BVOD
- Reached over 1 million people on 7plus

- BVOD audience grew 13% on 2019 season
- 1.9 million total social followers
- 229 million social impressions
- 20 million total social engagements
- 47.8 million social video views

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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 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, Home and Away** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.

*Source: OzTAM (Metro Broadcast, National BVOD), RegionalTAM (Comb. Agg Markets).
National: Metro + Regional. Home and Away, Seven Network, 27/1-30/11/2020. Total Video Audience: National Broadcast (Cons7) and BVOD Audience (Live + 7Day VOD, incl Co-viewing).
BVOD growth year-on-year excludes co-viewing.*