



Media Release

Monday, 2 November 2020

7plus' winning streak continues

The Seven Network today announced that 7plus, Australia's #1 commercial free-to-air BVOD service, secured another resounding win for the week of Sunday, 25 October to Saturday, 31 October.

Across the week, 7plus scored a total audience share of 42.0 per cent, ahead of 9Now's 41.4 per cent and 10play's 16.6 per cent.

7plus' victory came in a week when 9Now had its biggest live streaming day ever thanks to the NRL Grand Final on Sunday, 25 October. Despite the Grand Final, 9Now was unable to beat 7plus across the week.

Last week's win saw 7plus further cement its position as the commercial free-to-air BVOD leader in both calendar year to date and survey year to date (incl Easter).

So far in calendar year 2020, 7plus leads with a 41.4 per cent market share, ahead of 9Now on 41.3 per cent and 10play on 17.3 per cent. For the survey year to date (incl Easter), 7plus has a 42.5 per cent share, followed by 9Now on 40.3 per cent and 10play on 17.2 per cent.

Seven West Media Chief Digital Officer, Gereurd Roberts, said: *7plus' win last week is a testament to our content strategy. Viewers are flocking to our great tentpole programming, like SAS Australia, and are then discovering the massive library of content we have on offer. Add to that the 12 live channels, and 7plus is in a winning position.*

"With our recent improvements to both the viewer and advertising experience, including Watchlist and Programmatic Freeze Frame, this growing audience is stickier than ever before. That already means better results for our partners when they advertise their brands on 7plus – and there is plenty more to come."

7plus' success for the week was driven by *SAS Australia*, which saw over 21.5 million VOD minutes streamed, and *Home and Away*, with over 15 million VOD minutes streamed.

Episodes 3 and 4 of *SAS Australia* continued the massive VOD viewership of the first two episodes, with episode 3 watched by over 163,600 extra viewers on 7plus since its broadcast last Monday, and episode 4 watched by over 138,500 extra viewers since its broadcast last Tuesday night.

Episode 1 of *SAS Australia* has now accumulated an additional 347,000 viewers on 7plus on top of its broadcast audience, and episode 2 an additional 323,000 viewers. These two episodes are now the most- and second-most watched episodes of any program in 7plus history.

With hit shows, the biggest live-streamed BVOD entertainment launch of all time with *Big Brother*, continued investment in content-led growth and more 7plus exclusives slated for 2021, 7plus is set to continue as the ultimate streaming destination.

Source: OzTAM VPM 3.1, 25/10/2020-31/10/2020. Total Streaming.

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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