



Sunday, 29 November 2020

## **Seven in 2020: #1 in news, sport, digital**

- **#1 program of 2020: AFL Grand Final**
- **#1 winter sport: AFL, up 12% on 2019**
- **#1 news program of 2020: 7NEWS**
- **#1 breakfast TV program of 2020: Sunrise**
- **#1 Australian drama of 2020: Home and Away**
- **#1 commercial free to air BVOD platform: 7plus**
- **#1 news website for 18 to 39s: 7NEWS.com.au**
- **#1 network June to November**
- **#1 multichannel group: 7two, 7mate, 7flix**
- **Three new tentpole hits: Big Brother, Farmer Wants A Wife, SAS Australia**

The most-watched TV program of the year, the #1 news and current affairs programs, the launch of three hit new tentpole shows – including the biggest new show of 2020 – and strong audience share growth in the second half of the year were among the highlights for the Seven Network across the 2020 ratings season.

Seven's success on broadcast TV was matched by the remarkable growth of 7plus, which saw growth of 80% and ended the year as the #1 commercial free to air TV BVOD platform ahead of all its commercial rivals.

Thanks to an unbeatable regular content line-up that includes **Sunrise, The Morning Show, The Chase, 7NEWS, Home and Away** and **Better Homes and Gardens**; prime time hits including **Big Brother, Farmer Wants A Wife, SAS Australia** (the #1 new show of the year) and **The All New Monty Guys and Gals**; and the high-rating AFL season, Seven Network and Channel 7 were #1 from 6am to midnight.

In prime time, Seven Network increased its audience share during the June to November period, adding 3.8 share points in 25 to 54s, 6.5 points in 16 to 39s and 3.5 points in total people. From June to November, Seven Network was #1 in total people and 16 to 39s.

7two, 7mate and 7flix added to the success, ranking as the #1 multichannel group across 2020.

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: "Our new content-led strategy of outsourcing proven international formats, coupled with our market-leading news and sport content, has produced strong results this year.

"The great performance of **Big Brother**, **Farmer Wants A Wife**, **SAS Australia**, **7NEWS**, the AFL and more drove strong growth in our audiences in the key demographics of 25-54s and 16-39s during the second half of 2020.

"We've shown only glimpse of our best this year and that got us to about half a percentage point from being the most watched network in the country," he said.

"Next year we will have all our returning hits, big new shows, the content that was delayed this year because of COVID, our first-class Olympics coverage, our winning news and sport schedules, and a few surprises we haven't revealed yet. Bring on 2021."

Seven Network Director of Network Programming, Angus Ross, said that this year's results clearly demonstrated the success of the network's refreshed content strategy.

"From June on, we delivered the transformation of our prime time line-up, launching three highly successful tentpole shows in a row," he said.

"That success translated to 7plus, which is now the #1 commercial BVOD platform and boasts a content line-up that no other BVOD platform can match," he said.

"The performance of **7NEWS**, **7NEWS.com.au** and **Sunrise** this year was remarkable. **7NEWS** won every week of the survey year. **7NEWS.com.au** was the #1 news website for people 18 to 39. **Sunrise** won every single day of the year.

"**The Morning Show** won its timeslot all year. **The Chase** won every week of the survey year," Mr Ross said.

"7mate dominated the key age groups of 16 to 39s and 25 to 54s and was a powerhouse among men 18 to 54."

Seven West Media Chief Revenue Officer, Kurt Burnette, said the success of the network's content schedule and 7plus would continue in 2021.

"The challenges of 2020 presented us with opportunities to innovate and grow together and deliver support, effectiveness and return on investment for our partners. For 2021 and 2022, we will do that again and deliver the most disruptive content line-up in a decade," he said.

"The most exciting prime time tentpoles of 2021 will drive further guaranteed growth across the screens of Seven in the key demographics of 25 to 54s and 16 to 39s, including **The Voice**, **Holey Moley**, **Big Brother**, **Farmer Wants A Wife**, **SAS Australia**, **Ultimate Tag** and the return of **Australian Idol** in early 2022.

"In addition our sport offering will represent the largest marketing platform ever created across broadcast and digital. It will include the Tokyo Summer Olympics in July and August, the Beijing 2022 Olympic and Paralympic Games, the 2021 AFL Premiership Season, the upcoming Summer of Cricket including a Home Ashes, horse racing and Supercars, which return to their natural home on Seven in 2021.

"In a year when it has never been needed more, Seven will help bring brands closer to the largest and most anticipated cultural moments of 2021," Mr Burnette said.

“7plus, 7News.com.au and The West Australian will be supercharged with the new content and the Tokyo Olympics that. We will also offer the most comprehensive and exciting data opportunities in market, supported by new innovations to drive enhanced viewer and advertising engagement in 2021.”

## 2020 highlights

### SEVEN'S SECOND HALF GROWTH

#### Commercial audience shares (%)

	Network	February to May	June to November	Percentage point change
Total People	<b>Seven</b>	<b>35.2</b>	<b>38.8</b>	<b>+3.5</b>
	Nine	39.1	37.3	-1.8
	10	25.7	23.9	-1.8
25 to 54s	<b>Seven</b>	<b>31.1</b>	<b>34.9</b>	<b>+3.8</b>
	Nine	39.2	36.6	-2.6
	10	29.7	28.5	-1.2
16 to 39s	<b>Seven</b>	<b>30.2</b>	<b>36.6</b>	<b>+6.5</b>
	Nine	37.9	33.4	-4.5
	10	31.9	29.9	-2.0

### NEWS AND PUBLIC AFFAIRS

#### 7NEWS:

- 1.64 million viewers nationally, 1.06 million in the capital cities
- #1 news program
- Won every week of the survey year
- Up 8% on 2019 in 25 to 54s, up 10% in total people

#### 7NEWS.com.au:

- #1 news website for 18 to 39s
- Up 40% in 2019 in average monthly reach

#### Sunrise:

- 480,000 viewers nationally, 279,000 in the capital cities
- #1 breakfast TV program
- Won every day of the survey year, for the second year in a row

#### The Latest:

- 366,000 viewers nationally, 240,000 in the capital cities
- Up 59% on 2019 in 25 to 54s and 16 to 39s, up 63% in total people

#### The Morning Show:

- 252,000 viewers nationally, 151,000 in the capital cities
- #1 morning TV program
- Won its timeslot for survey year
- Up 5% on 2019 in 25 to 54s, up 8% in 16 to 39s, up 13% in total people

## 7NEWS SPECIALS

### **7NEWS Presents – Murder In The Outback: The Falconio & Lees Mystery:**

- 1.72 million viewers nationally, 1.1 million in the capital cities
- #1 in timeslot in total people
- Lifted timeslot audience 22% in 25 to 54s, 12% in 16 to 39s, 43% in total people

### **7NEWS: Coronavirus Special:**

- 1.42 million viewers nationally, 955,000 in the capital cities
- Lifted timeslot audience 9% in 25 to 54s, 6% in 16 to 39s, 14% in total people

### **7NEWS: Ben Cousins – Coming Clean:**

- 1.16 million viewers nationally, 811,000 in the capital cities
- Lifted timeslot audience 8% in 25 to 54s

### **7NEWS Presents – Cruising, The Biggest Storm:**

- 1.07 million viewers nationally, 703,000 in the capital cities
- Lifted timeslot audience 29% in 25 to 54s, 70% in 16 to 39s, 20% in total people

### **7NEWS Spotlight – The Lindy Tapes:**

- 1.02 million viewers nationally, 637,000 in the capital cities
- #1 in timeslot in total people
- Lifted timeslot audience 18% in 25 to 54s, 19% in 16 to 39s, 9% in total people

## SPORT

### **AFL Grand Final:**

- 3.86 million viewers nationally, 3.01 million in the capital cities
- #1 program of 2020
- Up 41% on 2019 in 25 to 54s, 48% in 16 to 39s, 36% in total people
- #1 in timeslot in 25 to 54s, 16 to 39s and total people
- 17.6 million streaming minutes streamed, up 257% on 2019

### **AFL Grand Final Presentations:**

- 2.88 million viewers nationally, 2.29 million in the capital cities
- Up 19% on 2019 in 25 to 54s, 24% in 16 to 39s, 15% in total people
- #1 in timeslot in 25 to 54s, 16 to 39s and total people

### **AFL Grand Final On The Ground:**

- 2.8 million viewers nationally, 2.19 million in the capital cities
- Up 39% on 2019 in 25 to 54s, 56% in 16 to 39s, 36% in total people
- #1 in timeslot in 25 to 54s, 16 to 39s and total people

### **AFL Grand Final Pre Match Entertainment:**

- 1.95 million viewers nationally, 1.49 million in the capital cities
- Up 91% on 2019 in 25 to 54s, 106% in 16 to 39s, 92% in total people
- #1 in timeslot in 25 to 54s, 16 to 39s and total people

### **AFL Finals Series:**

- 1.21 million viewers nationally, 932,000 in the capital cities
- Up 8% in 2019 in 25 to 54s, 21% in 16 to 39s, 11% in total people
- #1 in timeslot in footy markets in 25 to 54s, 16 to 39s and total people

**AFL Premiership Season:**

- 723,000 viewers nationally, 548,000 in the capital cities
- #1 winter sport on TV
- Up 10% on 2019 in 25 to 54s, 22% in 16 to 39s, 7% in total people
- #1 in timeslot in footy markets in 25 to 54s, 16 to 39s and total people

**The Front Bar:**

- 469,000 viewers nationally, 360,000 in the capital cities

**Horse Racing:**

- 100th Cox Plate Race:
  - 600,000 viewers nationally, 436,000 in the capital cities
  - Up 87% on 2019 in total people
- Golden Eagle:
  - 227,000 viewers nationally, 137,000 in the capital cities for the race.

**ENTERTAINMENT****Farmer Wants A Wife:**

- Finale: 1.59 million viewers nationally, 1.01 million in the capital cities
- Series: 1.42 million viewers nationally, 903,000 in the capital cities
- Series: Lifted timeslot audience 28% in 25 to 54s, 28% in 16 to 39s, 14% in total people
- Reached 941,000 people on digital
- 142 million minutes streamed

**Fire Fight Australia (Concert/Final Performance):**

- 1.56 million viewers nationally, 1.0 million in the capital cities
- #1 in timeslot in total people
- Lifted timeslot audience 79% in 25 to 54s, 71% in 16 to 39s, 81% in total people

**Big Brother:**

- Finale – Winner Announced: 1.29 million viewers nationally, 905,000 in the capital cities
- Finale: 1.17 million viewers nationally, 798,000 in the capital cities
- Series: 1.15 million viewers nationally, 816,000 in the capital cities
- Series: Lifted timeslot audience 69% in 25 to 54s, 90% in 16 to 39s, 26% in total people
- Reached 1.4 million people on digital
- Biggest launch of entertainment program on commercial free to air BVOD
- 290 million minutes streamed
- Over 101 million total social media impressions
- #BBAU or Housemates trended nationally on Twitter during every episode
- 8.3 million social engagements
- 25.4 million social video views

**The All New Monty Guys and Gals:**

- 1.21 million viewers nationally, 820,000 in the capital cities
- Lifted timeslot audience 16% in 16 to 39s
- Reached 210,000 people on digital
- 13 million minutes streamed

**SAS Australia:**

- Biggest new show of 2020
- 1.12 million viewers nationally, 791,000 in the capital cities
- Lifted timeslot audience 85% in 25 to 54s, 91% in 16 to 39s, 58% in total people
- Reached 925,000 people on digital
- Premiere episode recorded a BVOD audience of 414,000, a new record for 7plus
- 127 million minutes streamed
- 92 million social impressions
- 34 million social video views

**Beat The Chasers:**

- 1.03 million viewers nationally, 647,000 in the capital cities
- Lifted timeslot audience 37% in total people
- 5.5 million minutes streamed

**Home and Away:**

- 1.0 million viewers nationally, 617,000 in the capital cities
- #1 Australian drama on commercial free-to-air
- Reached 1.1 million people on digital
- Most streamed drama series on BVOD
- BVOD audience up 13% on 2019
- 1.9 million total social followers
- 229 million social impressions
- 20 million total social engagements
- 47.8 million social video views

**The Chase:**

- 965,000 viewers nationally, 593,000 in the capital cities
- Won every week of the survey year
- Up 4% on 2019 in total people

**Better Homes and Gardens:**

- 870,000 viewers nationally, 533,000 in the capital cities
- #1 lifestyle show
- #1 in timeslot for total people and grocery shoppers
- Reached 506,000 people on digital
- BVOD streaming minutes up 62% on 2019

**7PLUS**

- #1 commercial free to air BVOD platform
- 42.7% share of commercial free to air BVOD market
- Up 80% on 2019 in streaming minutes

**7TWO, 7MATE, 7FLIX**

- #1 multichannel combination
- 7two: #1 multichannel in target market of women 25 and older
- 7mate: #1 multichannel in target markets of 25 to 54s and men 18 to 54

## TOP 30 OF 2020

Rank	Program Name	Network	National	Metro	Regional
1	Seven's AFL: Grand Final: Richmond v Geelong	Seven	3,859,000	3,011,000	848,000
2	NRL Grand Final Day - Match	Nine	2,984,000	2,106,000	878,000
3	Seven's AFL: Grand Final: Presentations	Seven	2,877,000	2,290,000	587,000
4	Seven's AFL: Grand Final: On the Ground	Seven	2,802,000	2,191,000	611,000
5	State of Origin Rugby League Qld v NSW 3rd - Match	Nine	2,732,000	1,894,000	856,000
6	State of Origin Rugby League NSW v Qld 2nd - Match	Nine	2,446,000	1,654,000	792,000
7	State of Origin Rugby League Qld v NSW 1st - Match	Nine	2,404,000	1,606,000	798,000
8	The Block - Winner Announced	Nine	2,370,000	1,792,000	578,000
9	Lego Masters - Winner Announced	Nine	2,158,000	1,630,000	528,000
10	MasterChef Australia - The Winner Announced	10	2,062,000	1,576,000	486,000
11	Seven's AFL: Grand Final: Pre Match Entertainment	Seven	1,953,000	1,487,000	466,000
12	The Block - Grand Final	Nine	1,918,000	1,431,000	487,000
13	Married At First Sight - The Final Dinner Party	Nine	1,901,000	1,432,000	469,000
14	Lego Masters - Launch	Nine	1,875,000	1,391,000	484,000
15	Melbourne Cup Carnival: Melbourne Cup -Race	10	1,869,000	1,412,000	457,000
16	Lego Masters - Finale	Nine	1,826,000	1,386,000	440,000
17	The Masked Singer Australia - The Final Reveal	10	1,730,000	1,237,000	493,000
18	7NEWS Presents - Murder In The Outback	Seven	1,723,000	1,095,000	628,000
19	Australian Ninja Warrior - Winner Announced	Nine	1,721,000	1,272,000	449,000
20	MasterChef Australia - Grand Finale Part 2	10	1,690,000	1,300,000	390,000
21	NRL Grand Final Day - Entertainment	Nine	1,628,000	1,146,000	482,000
22	Fire Fight Australia Concert Late	Seven	1,599,000	1,031,000	568,000
23	Farmer Wants A Wife - Finale	Seven	1,587,000	1,010,000	577,000
24	Fire Fight Australia Concert	Seven	1,558,000	991,000	567,000
25	Australian Ninja Warrior - Grand Final	Nine	1,545,000	1,144,000	401,000
26	The Voice - Launch	Nine	1,536,000	1,082,000	454,000
27	MasterChef Australia - Grand Finale Part 1	10	1,505,000	1,195,000	310,000
28	Seven's AFL: Saturday Night Football Finals (Preliminary Final 2: Brisbane v Geelong)	Seven	1,493,000	1,154,000	339,000
29	Farmer Wants A Wife - Launch	Seven	1,492,000	985,000	507,000
30	Fire Fight Australia Final Performance	Seven	1,491,000	947,000	544,000

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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). Combined/National: Metro + Regional. 2020 Survey Year: Wks 7-48 (excludes Summer and Easter). Metro Network CShares, 1800-2400; 2<sup>nd</sup> half (Wks 24-48), 1<sup>st</sup> half Wks 7-23 excl Easter). Program/timeslot growth year-on-year based on metro. Top event programs excludes regular series. AFL Grand Final match most watched program combined and metro. AFL growth based on Seven Network full seasons 2020 v 2019 average metro audience. #1 claims for News and Sunrise vs similar competitor programs airing in similar timezone. Home and Away #1 Aussie Drama for regular series (3 or more eps) nationally. The Chase Australia #1 game show for daily program. #1 multi-channel groups for prime time (1800-2400). Sunrise wins every day (0600-0900) vs Today, The Morning Show wins timeslot vs Today Extra, News Hour (M-F) and The Chase Australia wins every week vs Nine News Hour and Hot Seat. Program averages; News hour (M-F 1800-1900), The Chase Aust excludes 5pm, Sunrise (0700-0900), The Morning Show (excl Extra). Top 30 Events is for the 2020 Survey Year (excl Summer and Easter), FTA Programs, Total Individuals, Average Audience, Combined: Metro + Regional.

BVOD: OzTAM VPM 3.1, reach, total minutes (Live + VOD), YOY exclude co-viewing minutes. #1 commercial free to air BVOD share, 7plus growth 2020 v 2019 Wks 7-48 total (live + VOD) streaming minutes, excludes co-viewing for growth.

7NEWS.com.au: Nielsen DCR monthly tagged, digital C/M, avg monthly UA 2020 Jan-Oct, YOY based on Jun-Dec 2019 avg monthly UA (7NEWS launch date), Jan-Oct 2020 avg monthly UA.