

Sunday, 4 May 2025

7NEWS: Australia Decides – Election 2025

Seven calls the result first. Coverage reaches 2.78 million, ranks #1 among commercial networks.

The Seven Network has delivered on its promise to be the first network to call the result of last night's Federal Election, declaring Prime Minister Anthony Albanese the winner at 8.08pm.

7NEWS National Desk Director Hugh Whitfeld, at the **7NEWS** Power Board, called the Labor victory as it became clear the Coalition was failing to secure key seats and experiencing a swing against it in several states. **7NEWS** declared there was no path for a coalition victory at 7.59pm, before affirming Anthony Albanese's Labor majority nine minutes later.

The Seven team delivered the most comprehensive coverage of the Federal Election last night – and the most watched coverage on commercial TV – reaching 2.78 million Australians across Seven and [7plus](#).

7NEWS: Australia Decides: The Results Live was led by co-hosts Michael Usher and Natalie Barr, alongside veteran **7NEWS** Political Editor Mark Riley, and included Australia's best election team and political panel, backed by cutting-edge technology.

Live from **7NEWS** Election Central, the coverage also featured some of Canberra's most high-profile power players, including Bill Shorten, Tanya Plibersek, Jane Hume, Michaelia Cash, Clare O'Neil, Warren Mundine and Clive Palmer.

Kicking off at 4.00pm AEST yesterday with a special national edition of **7NEWS**, Seven's coverage included **7NEWS: Australia Decides – Election 2025** at 5.00pm AEST, **7NEWS** at 6.00pm and **7NEWS: Australia Decides: First Count** and **7NEWS: Australia Decides: The Results** from 7.00pm AEST.

Seven's Federal Election coverage by the numbers:

- **7NEWS: Australia Decides: The Results:** National reach 2.78 million, national audience 580,000.
- **7NEWS** at 6.00pm: National reach 1.78 million, national audience 911,000.
- **7NEWS: Australia Decides: First Count** from 7.00pm: National reach 1.68 million, national audience 580,000.

- **7NEWS: Australia Decides – Election 2025** at 5.00pm: National reach 1.13 million, national audience 328,000.

Seven Network Director of News and Current Affairs and Seven West Media Editor-in-Chief, Anthony De Ceglie, said: “We delivered on our promise to call the election first, thanks to our investment in cutting-edge technology, which was analysed quickly and accurately by Hugh Whitfeld and our panel of political insiders.

“I think it’s fair to say that Seven had the best election panel, backed by our Situation Room filled with powerbrokers and insiders. Special mention to Bill Shorten for his zingers and Clive Palmer who was characteristically colourful.”

7NEWS National Desk Director Hugh Whitfeld said: “We invested in Seven’s election data systems, bringing political scientists in house, and working with teams in the US and here in Australia to make sure we could call it first – and we did at every step.”

“Seven wanted to make sure our viewers were the best informed with the clearest possible information – and they were. Thank you to our team of producers and experts who helped deliver for our audience.”

7NEWS Political Editor Mark Riley said: “It is such a privilege to be part of **7NEWS**’ unrivalled political team on nights like these.

“After five gruelling weeks on the road with both leaders, we were able to identify the elements of a truly stunning landslide victory as it built before our eyes and make the important calls first, fast and accurately as a significant new moment in political history unfurled in real time.”

For more information, please contact:

Brittany Stack
Head of Communications – News & Public Affairs, Partnerships and Community
M: 0410 724 424
E: BStack@seven.com.au

Kaycie Bradford
Communications Director, Corporate
M: 0400 002 664
E: kabradford@seven.com.au

Media Release

7NEWS

AUSTRALIA * DECIDES
ELECTION 2025

About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital. The Seven Network alone reaches about 17 million people a month.

The company owns some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#). The Seven Network is home to Australia's most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.