



Thursday, 19 December 2024

Aussies flock to BBL and Test cricket on Seven **Third Australia v India Test reaches 5.9 million** **First four days of BBL 14 reach 4.9 million, best start since 2021**

The start of Big Bash League 14 and the Third Test between Australia and India in the Border-Gavaskar Trophy Test Series were a winning combination for Australian sport fans on Seven and 7plus Sport.

BBL 14 on Seven and 7plus Sport is scoring big with viewers, with the strongest start to a BBL competition since 2021 and the second consecutive year of audience growth.

The first four days of BBL 14 reached 4.9 million people, with an average total TV audience of 564,000 – up 16% on the first four days of BBL 13. Broadcast viewing alone was up 9%.

Seven's live and free coverage of the Third Test at the Gabba reached 5.9 million people and drew an average total TV audience of 647,000.

Ending in a draw due to rain delays across the five days, the Third Test was the most-watched program in all people, 25 to 54s, 16 to 39s and grocery shoppers last Sunday. The big-rating sessions included the third session on day two, which had an average total TV audience of 1.29 million, and the second session on day two, with 1.03 million.

Across the Third Test, 7plus saw a 131% jump in audience compared to the same days last year. The Third Test reached 582,000 people exclusively on 7plus Sport.

The Test series marks the first time men's international cricket has been available to stream for free in Australia, ensuring everyone can be part of the Australia's #1 summer sport – live. Also for the first time, Seven's coverage on 7plus Sport includes a secondary Hindi commentary feed.

So far, more than 1 million people have watched the Australia v India Test series on 7plus Sport, and it has brought in 75,000 new registered users. BBL 14's audience reach on 7plus Sport alone for the first four days was 320,000.

Seven Network Director of Sport, Chris Jones, said: "As rain thwarted Australia's hopes of securing a 2-1 lead in the Border-Gavaskar Trophy Series, the passion and unwavering support from Australian and Indian fans lit up the Gabba during the Third Test.



“Centuries from Travis Head and Steve Smith showed there are still plenty of runs ahead in the series, while Jasprit Bumrah once again proved why he’s one of the world best bowlers, and viewers couldn’t turn away on Seven and 7plus Sport.

“As we await the next instalment of the Border-Gavaskar Trophy series on the hallowed MCG pitch, the excitement continues tonight, when the Melbourne Renegades face the Hobart Hurricanes in the Big Bash, from 7.00pm AEDT live and free on Seven and 7plus Sport,” he said.

“The first summer that cricket has been available to stream live and free in Australia has welcomed new, engaged audiences to 7plus, and they absolutely love the Big Bash.

“Big crowds, big moments and even bigger audiences, the Big Bash is back and there’s no better place to watch than right here, live and free on Seven and 7plus Sport, all summer long,” Mr Jones said.

Seven Network Head of Cricket, Joel Starcevic, said: “With Australia and India sitting one-all heading into the Boxing Day Test, Australians will be on the edge of their seat for the remainder of the Border-Gavaskar Trophy Series and we cannot wait to deliver every ball live and free on Seven and 7plus Sport.

“With unrivalled storytelling into the lives of international cricket's biggest and most fascinating names, epic behind the scenes access and appearances from current Aussie players in the commentary box, viewers continued to turn to Seven and 7plus Sport, despite rain delays.

“From Sam Konstas’ unbelievable half-century on debut, to the roaring start of the Heat’s title defence in Game Four at the MCG, the BBL has delivered countless epic stories and moments in its first week and we’re only just getting started,” he said.

The Border-Gavaskar Trophy series continues with the start of the Boxing Day Test at the MCG on 26 December, live and free on Seven and 7plus Sport.

The Third Test, by the numbers

Day 2, Session 3: National reach 2.41 million, national audience 1.29 million.

Day 3, Session 3: National reach 2.01 million, national audience 608,000.

Day 2, Session 2: National reach 2 million, national audience 1.03 million.



Day 4, Session 3: National reach 1.9 million, national audience 631,000.

Day 2, Session 1: National reach 1.73 million, national audience 734,000.

Day 1, Rain Delay: National reach 1.63 million, national audience 447,000.

Day 5, Session 3: National reach 1.54 million, national audience 440,000.

Day 2, Tea: National reach 1.49 million, national audience 1.09 million.

Day 3, Session 2: National reach 1.48 million, national audience 620,000.

Day 3, Session 1: National reach 1.43 million, national audience 596,000.

Day 4, Session 2: National reach 1.27 million, national audience 486,000.

Day 2, Lunch: National reach 1.26 million, national audience 730,000.

Day 5, Session 2: National reach 1.18 million, national audience 502,000.

Day 4, Session 1: National reach 1.1 million, national audience 503,000.

Day 1, Session 1: National reach 1.08 million, national audience 530,000.

Day 3, Lunch: National reach 923,000, national audience 588,000.

Big Bash League 14, by the numbers

15 December: Perth Scorchers v Melbourne Stars. National reach 2.22 million, national audience 683,000.

16 December: Sydney Sixers v Melbourne Renegades. National reach 2.11 million, national audience 583,000.

17 December: Sydney Thunder v Adelaide Strikers. National reach 1.97 million, national audience 561,000.

18 December: Melbourne Stars v Brisbane Heat. National reach 1.97 million, national audience 543,000.

The Border-Gavaskar Trophy Australia v India Test Series



Fourth Test: MCG, 26 December – 30 December

Coverage starts at 9.30am AEDT on Channel 7, 7mate and 7plus Sport on all five days

Fifth Test: SCG, 3 January – 7 January

Coverage starts at 9.30am AEDT on Channel 7, 7mate and 7plus Sport on all five days

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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.

Source: VOZ, date ranges 14-18/12/2024 (vs same research days where compared YOY). Reach: all Test and BBL content 7 and 7plus, average audience main sessions only