

Monday, 18 December 2023

Aussies' win over Pakistan scores for Seven First Test reaches 5.97 million viewers

The Seven Network's live and free coverage of Australia's historic victory over Pakistan in the West Test at Optus Stadium hooked viewers, reaching 5.97 million Australians nationally and averaging a daily peak audience of 894,000 viewers.

Over an action-packed four days of play, the Aussies dominated the travelling side, smashing records in the process.

In an incredible display, David Warner silenced his critics with an outstanding century on day one, before falling for a duck on his return in Australia's second innings.

Then, in a history-making moment, after ending day three on 499, Aussie offspinner Nathan Lyon reached a monumental milestone, becoming just the eighth man in Test cricket to take 500 wickets, cementing him in rarified air alongside fellow Australian greats Shane Warne and Glenn McGrath.

With an average broadcast audience of 631,000 viewers, the West Test dominated its timeslots – ranking #1 in all people, 25 to 54s and 16 to 39s – and was up 24% on last year's opening Test.

Session two on the fourth day of the Test saw the biggest audience, with 885,000 viewers nationally and a reach of 1.8 million.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "Following an historic first Test headlined by Nathan Lyon's incredible feat, Seven's summer of cricket still has so much more to deliver, live and free to all Australians.

"As we await the next instalment of the Australia v Pakistan series at the Boxing Day Test, the excitement continues as the Big Bash League makes its triumphant return at 7.00pm AEDT tomorrow night for the first of three consecutive prime time nights, live and free on Seven.

"Big crowds, big names and big audiences, BBL is back and bigger than ever. From breaking bats to bucket hats and huge celebrations in front of roaring crowds – this isn't your grandfather's game," he said.

"From cricket's traditional format straight through to the fiery action of the Big Bash for the next three nights – there is no better place to be than Seven, Your Home of Cricket."

Australia and Pakistan face off again from 26 December, when the Boxing Day Test starts at the MCG, live and free on Channel 7 and 7mate. The third Test arrives on 3 January, at the SCG.

From Wednesday, 14 January, Seven's cricket team will head to Adelaide Oval for the first of two Tests between Australia and the West Indies. With a Test rivalry dating back to 1930, Australia and the West Indies have produced some of sport's most memorable moments – and next January will be no exception.

For more information, please contact:

Neil Shoebridge
M: 0417 511 012
E: neil@skmediagroup.com.au

Emma Francis
Senior Publicist, Sport
M: 0415 721 413 P: 03 9697 7763
E: efrancis@seven.com.au

Brittany Stack
National Publicity Manager, News & Public Affairs and Sport
M: 0410 724 424
E: bstack@seven.com.au

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 more than 17 million people a month.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; broadcast video on demand platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; and *The Sunday Times*. The Seven Network is home of Australia's most loved news, sport and entertainment programming. Its iconic brands include Australia's leading news and public affairs programs **7NEWS**, **7NEWS Spotlight**, **Sunrise** and **The Morning Show**, **The Voice**, **Home and Away**, **Dancing With The Stars**, **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: please contact Seven Network for source information.