

Monday, 15 July 2024

Australia turns to 7NEWS for Trump coverage 4.45 million choose Seven for breaking news of shooting

The Seven Network's comprehensive coverage of the shock assassination attempt on former US President Donald Trump captured Australia's attention yesterday, reaching 4.45 million people nationally.

From **Weekend Sunrise** and rolling coverage during the day to **7NEWS** at 5pm and 6pm, a live **7NEWS Spotlight** special and **The Latest**, the **7NEWS** team delivered 13 hours of live coverage.

Weekend Sunrise hosts Edwina Bartholomew and Matt Doran cut to the Trump news just after 8.15am yesterday. Michael Usher and Angela Cox then hosted **7NEWS**' rolling coverage across the day, crossing live to **7NEWS** US Bureau Chief David Woiwod, Mylee Hogan in the US and Tim Lester in Canberra for every development.

The coverage continued with **7NEWS** bulletins at 5pm and 6pm. Michael Usher hosted the **7NEWS Spotlight** special **Trump Shot: The Assassination Attempt**, featuring in-depth analysis, commentary and all the fallout, including the latest news on the gunman and eyewitness accounts.

Weekend Sunrise reached 1.21 million people yesterday with an average audience of 442,000, 32% more than its closest rival.

7NEWS at 6pm was the #1 program yesterday, reaching 2.34 million people and delivering an average audience of 1.42 million. **7NEWS Spotlight** had 477,000 viewers and reached 1.29 million.

Seven's coverage of the Trump shooting continues today across **Sunrise**, **The Morning Show**, **7NEWS** and **The Latest**, with senior **7NEWS** reporters Chris Reason and Amelia Brace joining the team live from the US to cover this remarkable event.

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Media Release

That's massive.



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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*; and [The Nightly](#). 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: Source: VOZ 5.0 Total TV Reach, 830am – 1030pm, Primary Channel Seven Only, Excl Gen Entertainment/Sport