

Sunday, 7 January 2024

## **Australian cricket farewells David Warner with sweet victory Third Test reaches 4.9 million viewers**

As the Australian team completed a clean sweep of the Test series against Pakistan with a fairytale farewell for legend David Warner, the Seven Network's live and free coverage of the Pink Test at the SCG scored with viewers.

Seven's third Test coverage reached 4.9 million people nationally and had an average daily peak audience of 1.1 million.

A heroic fightback by Pakistan late on Day Three led by newcomer Aamir Jamal's sensational six-wicket haul was not enough to slow Australia's unstoppable bowling cartel.

An impressive spell from Josh Hazlewood in the evening session to claim four quick wickets sent the pink-clad SCG crowd wild. It set the scene beautifully for David Warner to sign off in style with a batting masterclass on Day Four, farewelling Test cricket with a half-century in his final innings and helping Australia to within 11 runs of victory. Teammates Marnus Labuschagne (62) and Steve Smith (4) quickly completed the run chase to secure the series whitewash for the home side.

The third Test on Seven delivered an average broadcast audience of 644,000 and ranked #1 in its timeslots in all people, 25 to 54s and 16 to 39s.

The biggest audience came during the third session on Day 1 with an average audience of 897,000 nationally and an audience reach of 1.9 million.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "This New Year's Test had it all, capped off with a dream farewell for one of the greatest opening batsmen Test cricket has ever seen.

"Off field, the power of sport to unite and connect communities right across the country was on full display as the pink took over the SCG and our broadcast, culminating in an astonishing 322,000 virtual seats purchased and \$6.44 million raised for our proud partner, the McGrath Foundation, for the 16<sup>th</sup> annual Pink Test.

"From tonight, fans can tune into six straight days of blockbuster Big Bash League coverage in prime time as Test legends David Warner, Usman Khawaja, Marnus Labuschagne, Steve Smith, Travis Head and Alex Carey all return to their respective T20 teams in the race to the finals," he said.

"It's *the* summer of cricket, and it's all right here on Seven, Your Home of Cricket."

The live and free cricket action continues tonight, when the Brisbane Heat face the Hobart Hurricanes at the Gabba from 7.00pm AEDT on Channel 7 and 7mate, followed by an epic week of Big Bash every weeknight this week as the competition edges closer to finals.

From Wednesday, 14 January, Seven's cricket broadcast 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 month will be no exception.

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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 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.