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Beijing 2022 delivers gold for Seven 12.5 million Australians watch Winter Olympics, 7plus streaming surges 254%

The Seven Network's exclusive, live and free coverage of the Olympic Winter Games Beijing 2022 has powered Seven to its biggest start to a television ratings survey year since 2018.

Beijing 2022 delivered record-breaking digital audiences on [7plus](#) and reached a national audience of 12.5 million viewers for its linear broadcast on Channel 7, 7mate and 7two.

The Evening and Late sessions both dominated their timeslots, ranking #1 in total people, 25 to 54s and 16 to 39s. The Evening session averaged a total audience of 725,000 viewers nationally on broadcast and 7plus.

On 7plus, Seven's comprehensive coverage on up to 20 channels streamed 376 million minutes, up 254% on 2018 PyeongChang.

Total streaming for Beijing 2022 surpassed PyeongChang 2018 after only four days of competition and drove a surge in 7plus registrations, lifting the total number of registered accounts to more than 11.5 million.

Viewing on 7plus was particularly popular with younger viewers, with VOZ data recording an incremental audience reach on broadcast in 18 to 39s of 15.4%.

The strong audience numbers helped secure Seven a dominant network win across the first two weeks of the 2022 OzTAM survey ratings year.

Seven won 13 days out of the first two weeks in 2022 to record a 43.8% commercial broadcast share in total people, up 8.5 share points on 2021, a 43.0% share in 16 to 39s (up 13.7 points) and a 41.5% share in 25 to 54s (up 10.0 points).

Seven West Media Chief Revenue Officer and Director of Olympics, Kurt Burnette, said: "Seven's broadcast of Beijing 2022 has captivated the nation, with 12.5 million viewers cheering on Australia's best-ever Winter Olympics performance. The high-octane action helped Seven secure its biggest ratings survey year start since 2018, sweeping every market and every demo.

"The audience growth on 7plus was phenomenal and marked the largest digital consumption ever for a Winter Olympics, with live streaming up 254% on PyeongChang.



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“The success of Beijing 2022 is testament to our outstanding coverage and exceptional line-up of expert commentators and hosts. The event created the perfect marketing platform to promote our exciting new content, including the launch of SAS Australia and Dancing With The Stars: All Stars, and reaffirms the power and value of premium sport in delivering brands young and engaged audiences across multiple screens.”

Seven Network #1

OzTAM 2022 survey year prime time commercial audience shares (%).

	2021	2022	CHANGE
Total people	35.3	43.8	+8.5
16 to 39s	29.3	43.0	+13.7
25 to 54s	31.5	41.5	+10.0

Top broadcast events:

Beijing 2022 events on Seven Network, excluding the Opening Ceremony.
Broadcast peak minute audience, overnight data.

Rank	Date	Event	Peak audience
1	14 Feb	Freestyle Skiing, Women’s Aerials Final	1.09 million
2	9 Feb	Alpine Skiing, Women’s Slalom Final First Run	1.05 million
3	9 Feb	Freestyle Skiing, Men’s Freeski Big Air Final First Run	1.04 million
4	5 Feb	Freestyle Skiing, Men’s Moguls Qualifying Live Event	1.04 million
5	5 Feb	Speed Skating, Womens 3000m Final Live Event	992,000

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Source: OzTAM (5 City Metro) & Regional TAM (Combined Agg Markets) | Commercial Share % Based On Prime Time Viewing (1800-2400) & Period (06/02/2022- 19/02/2022 vs STLY) | TSR Based On 05/02/2022- 19/02/2022, Winter Olympic Evening & Late Sessions | Total People, P25-54 & P16-39 | Overnight Data. Voz Incremental reach based on days -2 to 12 of Winter Olympics only content | Event data provided by Canda Media | OZTAM VPM 3.1 BVOD total minutes viewing (winter Olympics content only) v 2018 VPM 2.7 total minutes Winter Olympics content only)

About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs 7NEWS and Sunrise, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away, The Chase Australia and Better Homes and Gardens, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.