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Media  
Release

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## **Beijing 2022 wins gold with viewers Seven's record-breaking start to 2022**

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

After reclaiming the title of Australia's most-watched network in 2021, Seven has maintained its strong ratings momentum, with Beijing 2022 delivering record-breaking broadcast shares and digital streaming growth on [7plus](#).

So far in the first week of the OzTAM 2022 survey ratings year, the Seven Network has won every single day to record a 43% commercial broadcast share in total people, up 7.6 share points on 2021, a 42.6% share in 16 to 39s (up 12.2 points) and a 40.5% share in 25 to 54s (up 9.5 points).

Seven's coverage of Beijing 2022 has so far reached 10.2 million viewers with the Evening and Late sessions both dominating their timeslot across days 1-6, ranking #1 in total people, 25 to 54s and 16 to 39s.

On 7plus, Seven's comprehensive coverage on up to 20 channels has so far streamed 195 million minutes, up 306% on 2018 PyeongChang during the same period. New registered users have also surged on 7plus, up 100,000 since the start of Beijing 2022, bringing its total number of registered accounts to more than 11.5 million.

7plus is particularly popular with younger viewers, with VOZ data recording an incremental audience reach on broadcast in 18 to 39s of 16%.

Seven West Media Chief Revenue Officer and Director of Olympics, Kurt Burnette, said: "The Winter Olympics is the largest and most addressable brand-safe marketing platform for brands right now looking to target younger audiences. It has helped Seven secure its biggest ratings survey year start since 2018 in 25 to 54s, 16 to 39s and total people.

"Not only has the Winter Olympics delivered enormous reach to start the year, it marks the largest digital consumption ever for a Winter Olympics, with live streaming up 254% on PyeongChang 2018.

"Our extensive coverage has engaged a nation across all demographics and in doing so, has helped create the perfect marketing platform to promote our exciting new content to come post-Games, with the launch of **SAS Australia** and **Dancing With The Stars: All Stars**, content that will continue the winning trajectory across the screens of Seven."



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## Seven Network #1

OzTAM 2022 survey year prime time commercial audience shares (%). Days 1-6.

	2021	2022	CHANGE
Total people	35.5	43.0	+7.6
16 to 39s	30.4	42.6	+12.2
25 to 54s	31.1	40.5	+9.5

## Top broadcast events so far:

Beijing 2022 events on Seven Network, days 1 to 6, excluding the Opening Ceremony. Broadcast peak minute audience, overnight data.

Rank	Date	Event	Peak audience
1	9 Feb	Alpine Skiing, Women's Slalom Final First Run	1.05 million
2	9 Feb	Freestyle Skiing, Men's Freeski Big Air Final First Run	1.04 million
3	5 Feb	Freestyle Skiing, Men's Moguls Qualifying Live Event	1.04 million
4	5 Feb	Speed Skating, Womens 3000m Final Live Event	992,000
5	8 Feb	Speed Skating, Men's 1500m Final Live Event	976,000

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Source: OzTAM (5 City Metro) & Regional TAM (Combined Agg Markets) | Commercial Share % Based On Prime Time Viewing (1800-2400) & Period (06/02/2022-10/02/2022 vs STLY) | TSR Based On 05/02/2022-10/02/2022, Winter Olympic Evening & Late Sessions | Total People, P25-54 & P16-39 | Overnight Data  
Voz Incremental reach based on days -2 to 4 of Winter Olympics only content

### 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.



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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.