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Boxing Day Test smashes records on Seven Fifth Australia v India Test reaches 8.6 million Day 5, Session 3: 1.64 million total TV audience, a record on Seven

The Boxing Day Test between Australia and India in the Border-Gavaskar Trophy Test Series was a smash hit with viewers during the holiday season, reaching 8.6 million people across Seven and 7plus Sport and dominating Australian television and digital screens.

The clash at the hallowed MCG between the two best teams in world cricket captured an average total TV audience of 1.3 million, up 56% on last year.

The 1.64 million total TV audience for the third session on day four was a record result for any Test session on Seven.

Other big audiences included 1.56 million for the third session on day four, 1.55 million for the third session on day one, 1.45 million for the second session on day one, 1.39 million for the first session on day one and 1.36 million for the third session on day two. The Test was the #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers on all five days.

In an action packed five days of play, Australia clinched the victory on day five and heads into the final Test match of the Series with a 2-1 lead over India.

Across the Boxing Day Test, 7plus saw a 230% jump in audience compared to the same days last year. The Test reached 906,000 people exclusively on 7plus Sport.

The Border-Gavaskar Trophy Test Series marks the first time men's international cricket has been available to stream for free in Australia. Also for the first time, Seven's coverage on 7plus Sport includes a secondary Hindi commentary feed.

So far, 2.2 million people have watched the Australia v India Test series on 7plus Sport, and it has brought in 100,000 new registered users for 7plus.

Cricket's #1 commentary team presented the Boxing Day Test, including the most famous name in Indian cricket – Sunil Gavaskar – cricket's most astute caller Ricky Ponting and former Australian coach Justin Langer.

Seven Network Director of Sport, Chris Jones, said: "From record breaking crowds to record breaking audiences on Seven and 7plus Sport, the Boxing Day Test was the perfect reminder of why cricket is Australia's favourite summer sport."



“The moment 19-year-old debutant Sam Konstas stepped onto the pitch to bat on day one, Australian audiences were captivated, and it held until the very final moments on an action-packed day five, which boasted Seven’s biggest cricket audience ever recorded.

“Across five unforgettable days, Seven and 7plus Sport brought viewers every thrilling moment of one of the greatest Test matches in history, and we cannot wait to do it all again this Friday, for the final instalment of an epic Border-Gavaskar Trophy Series,” he said.

Seven Network Head of Cricket, Joel Starcevic, said: “The Boxing Day Test was nothing short of spectacular and the excitement doesn’t stop here. What’s ahead at the Sydney Test in just a few days promises to be even bigger.

“With the Border-Gavaskar Trophy still up for grabs and either team capable of claiming victory, cricket fans are in for another unforgettable chapter in this epic series – and it’s all live and free on Seven and 7plus Sport.”

Seven Network Executive Producer, Cricket Tests, Angela Rampal, said: “Not only is our audience growing digitally on 7plus Sport, but it’s also continuing to rise on broadcast, proving just how much Aussies love the cricket. With the very best analysis, player access and commentary, Seven’s comprehensive coverage is connecting with cricket fans across the country, delivering the best of the game to more Australians than ever before, no matter how they choose to watch.”

The Border-Gavaskar Trophy series continues with the start of the Fifth Test at the SCG on 3 January. Seven’s live and free coverage starts at 9.30am AEDT on Channel 7, 7mate and 7plus Sport on all five days.

The Boxing Day Test, by the numbers

Day 5, Session 3: #1 program in all people, 25 to 54s, 16 to 39s, grocery shoppers.
National reach 3.2 million, national audience 1.64 million.

Day 4, Session 3: #1 program in all people, 25 to 54s, 16 to 39s, grocery shoppers.
National reach 2.89 million, national audience 1.56 million.

Day 1, Session 3: #1 program in all people, 25 to 54s, 16 to 39s, grocery shoppers.
National reach 2.84 million, national audience 1.55 million.

Day 3, Session 3: #1 program in all people, 25 to 54s, 16 to 39s, grocery shoppers.
National reach 2.77 million, national audience 1.2 million.



Day 2, Session 3: #1 program in all people, 25 to 54s, 16 to 39s, grocery shoppers.
National reach 2.76 million, national audience 1.36 million.

Day 1, Session 2: National reach 2.57 million, national audience 1.45 million.

Day 1, Session 1: National reach 2.44 million, national audience 1.39 million.

Day 4, Session 2: National reach 2.34 million, national audience 1.26 million.

Day 5, Session 2: National reach 2.31 million, national audience 1.31 million.

Day 2, Session 2: National reach 2.29 million, national audience 1.28 million.

Day 3, Session 2: National reach 2.25 million, national audience 1.25 million.

Day 4, Session 1: National reach 2.09 million, national audience 1.12 million.

Day 5, Session 1: National reach 2.08 million, national audience 1.12 million.

Day 3, Session 1: National reach 1.96 million, national audience 1.05 million.

Day 1, Lunch: National reach 1.94 million, national audience 1.14 million.

Day 2, Session 1: National reach 1.91 million, national audience 1.06 million.

Day 1, Tea: National reach 1.82 million, national audience 1.44 million.

Day 2, Lunch: National reach 1.68 million, national audience 1.04 million.

Day 4, Tea: National reach 1.61 million, national audience 1.22 million.

Day 5, Lunch: National reach 1.61 million, national audience 1.04 million.

Day 2, Tea: National reach 1.59 million, national audience 1.22 million.

Day 4, Lunch: National reach 1.59 million, national audience 940,000.

Day 3, Lunch: National reach 1.58 million, national audience 996,000.

Day 5, Tea: National reach 1.53 million, national audience 1.2 million.



Day 3, Tea: National reach 1.37 million, national audience 1.08 million.

Day 1, Pre Game: National reach 1.35 million, national audience 577,000.

Day 4, Pre Game: National reach 1.15 million, national audience 499,000.

Day 5, Pre Game: National reach 1.14 million, national audience 539,000.

Day 2, Pre Game: National reach 1.03 million, national audience 473,000.

Day 3, Pre Game: National reach 1 million, national audience 418,000.

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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*; [PerthNow](#); [The Nightly](#); and [Streamer](#). 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: VOZ, date ranges 26-12-30/12/2024 (vs same research days compared YOY Boxing Day tests). Reach: all Test cricket content Seven and 7plus Sport. Audiences main session only.