



Media Release

Monday, 1 August 2022

Commonwealth Games grab gold on Seven 7plus up 118% in BVOD on Gold Coast 2018

The **Birmingham 2022 Commonwealth Games** has generated huge audiences across the Seven Network's Channel 7, 7mate and [7plus](#) after just three days.

An instant hit with Australians, Seven's innovative television and BVOD coverage of the friendly Games has reached more than 7.7 million Australians on television since the stirring Opening Ceremony on Friday.

Across Friday 29 July, Saturday 30 July and Sunday 31 July, the Seven Network is up 36% week-on-week and recorded an average prime time commercial free-to-air network share of 52.6%.

Channel 7 is up 38.8% week-on-week and scored an average 36.5% commercial share, with 7mate the #1 multichannel and #4 free-to-air commercial channel with a 7.8% commercial share.

On 7plus, Birmingham 2022 is up 70% in live streaming versus the 2018 Gold Coast Commonwealth Games, and up 118% in BVOD.

More than 100 million minutes have been streamed across 7plus' 30 dedicated exclusive and free, live and replay Commonwealth Games channels, with 7plus #1 in BVOD with a 50.8% commercial share and up 111% week-on-week. It was also #1 in live streaming with a 62.9 % commercial share and up 200% week-on-week.

On Friday, Seven was the #1 network nationally and across the capital cities in total people with a 52.3% commercial share nationally, 25 to 54s (48.1%) and 16 to 39s (50.4%). The Games night session had 783,000 total viewers, including 18,000 on BVOD.

On Saturday, Seven was the #1 network nationally and across the capital cities in total people with a 58.2% commercial share nationally, 25 to 54s (57.8%) and 16 to 39s (59.0%). The Saturday night session had 821,000 total viewers, including 16,000 on BVOD.

Yesterday, Seven was the #1 network nationally and across the capital cities in total people with a 47.6% commercial share nationally, 25 to 54s (42.2%) and 16 to 39s (46.9%). The Sunday evening session had 1.1 million total viewers, including 25,000 on BVOD.

Seven Network is #1 nationally so far in the OzTAM 2022 survey year, #1 in the capital cities and #1 nationally in 16 to 39s.



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Seven West Media Chief Revenue Officer, Kurt Burnette, said: “Seven’s live, free and exclusive coverage of the **Birmingham 2022 Commonwealth Games** has captured the hearts and minds of the nation and is on track to be the country’s second-biggest broadcast and digital event after Seven’s award-winning coverage of the **Olympic Games Tokyo 2020**.

“With a packed schedule of Australia’s most-loved medal events featuring in prime time, our coverage is already delivering great results for our clients, with brands capitalising on activating in a major broadcast and digital event with truly national appeal.

“Our coverage has only just begun and has already reached 7.7 million viewers so far with many more incredible moments to come. Smart marketers and buyers are well and truly embracing the Commonwealth Games as a way to reach mass, engaged audiences on broadcast and directly one-to-one on 7plus and [7NEWS.com.au](https://www.7news.com.au) with data points clearly showing quick and effective impact,” he said.

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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, MKR, AGT, 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.

