

Thursday, 17 August 2023

## **Matildas v England smashes viewing records Reaches 11.15 million, average audience 7.13 million Biggest ever event on streaming**

The Matildas' remarkable campaign for **FIFA Women's World Cup 2023™** glory came to end last night, with their Semi Final against England reaching an extraordinary 11.15 million Australians nationally.

The Australian team's 3-1 loss to England had a national average audience on Seven and [7plus](#) of 7.13 million, making it the most watched TV program since the OzTAM audience measurement system started in 2001. (OzTAM does not capture out-of-home viewing at pubs, clubs, stadia and so on.)

The game's average audience of 7.13 million included a national broadcast audience of 6.17 million viewers on Seven (4.5 million in the capital cities) and another 957,000 viewers on 7plus – smashing the record for the most streamed event ever in Australia.

The Matildas v England Semi Final was the #1 broadcast program last night nationally and in the capital cities in all people, 25 to 54s and 16 to 39s.

The post-game program was the #2 broadcast program nationally in 25 to 54s and 16 to 39s and #3 in all people (2.33 million broadcast viewers). The post-game program was #3 nationally across all age groups (2.18 million broadcast viewers). Seven delivered the top five programs nationally in all people last night and the top six in 25 to 54s and 16 to 39s.

7plus dominated BVOD viewing yesterday, with a 76.2% share. In live streaming, it had an 84.4% share.

The game peaked at 6.9 million viewers on broadcast and dominated its broadcast timeslot, landing an 89.8% commercial audience share in total people, 93.2% in 25 to 54s and 96.1% in 16 to 39s.

Seven's coverage of the **FIFA Women's World Cup 2023™** has reached 14.04 million broadcast viewers so far, plus another 3.4 million on 7plus. More than 433 million minutes of content has been watched on 7plus to date.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "Australia was captivated last night as the Matildas played their hearts out and did us all proud. Although their **FIFA Women's World Cup 2023™** journey ended last night, the Matildas have re-written the history books and captured the hearts and minds of the nation with a performance that is sure to inspire generations of Australians for many years to come.

“Seven is beyond proud to have played a part in bringing Australia together around our screens, as the Matildas’ performance captured the Australian spirit like nothing we have seen in decades.”

The Matildas will now take on Sweden in the play off for third place, from 5.30pm AEST this Saturday, 19, August, on Seven and 7plus.

And the Final showdown between England and Spain starts from 7.00pm AEST, live and free on Seven and 7plus on Sunday, 20 August.

## **FIFA Women’s World Cup 2023™**

**Play Off: Matildas v Sweden. From 5.30pm AEST, Saturday 19 August, live and free on Seven and 7plus**

**Final: England v Spain. From 7.00pm AEST, Sunday 20 August, live and free on Seven and 7plus**

Get involved:

[7NEWS.com.au](https://www.7news.com.au)

[Facebook](#)

[Instagram](#)

[TikTok](#)

[X](#)

#FIFAWWC #BeyondGreatness

**For further information, please contact:**

Rob Sharpe

M: 0437 928 884

E: [rsharpe@seven.com.au](mailto:rsharpe@seven.com.au)

Emma Francis

Senior Publicist, Sport

M: 0415 721 413

E: [efrancis@seven.com.au](mailto:efrancis@seven.com.au)

### **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 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**, **Big Brother**, **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, Supercars and the FIFA Women's World Cup 2023™.

Source: OzTAM (Metro, National BVOD), RegionalTAM (Comb. Agg Markets). Seven Network (Primetime 1800-2400), 7plus (full day 0200-2600): 20/07/2023 – 31/07/2023. FIFA Women's World Cup: Total Video Audience: Broadcast (Overnight + TSV to latest data released, Australia v Canada Overnight only) + BVOD (Live). Combined timeslot, CShares. BVOD Audience (Live + VOD to 7 days where available), CFTA BVOD CShare and BVOD Audience (includes co-viewing). Data: Broadcast Preliminary Overnight.