



Media Release

Sunday, 10 July 2022

Seven #1 in first half of 2022

#1 network in total people

#1 network in 16 to 39s

#1 in audience share growth

#1 in news, sport, drama, breakfast

7plus soars 27%



The Seven Network has finished the first half of the year with strong momentum ahead of the highly anticipated **2022 Commonwealth Games** and the return of Australia's most loved cooking show – **MKR** – with Nigella Lawson and Manu Feildel.

Across the first half of the 2022 OzTAM television ratings survey year, Seven was the most-watched network in Australia, ranking #1 in total people and people 16 to 39.

Nationally, Seven won 14 of the 20 survey weeks and achieved the strongest free-to-air commercial audience share growth of any network this year. It is also a dominant #1 across all age groups in regional markets.

In the capital cities, Seven is #1 in total people so far this survey year and the only commercial network that has increased its audience shares in total people and 25 to 54s.

Seven's success on television has been matched by the strong performance of [7plus](#), which increased its audience 27% year-on-year and is up 66% in live streaming. Across the 12 months to 30 June this year, 7plus was #1 with a 43.4% share.

Across the 2022 survey year to date, Seven Network was:

- #1 in prime time nationally in total people nationally
- #1 in prime time in total people across the capital cities
- #1 in prime time nationally in 16 to 39s
- #1 in 14 of the 20 survey weeks nationally
- #1 in network audience share growth nationally. Up 0.8 share points year-on-year in total people, up 0.2 points in 25 to 54s, up 1.4 points in 16 to 39s
- #1 in network audience share growth across the capital cities. Up 1.3 share points year-on-year in total people, up 0.8 points in 25 to 54s, up 1.7 points in 16 to 39s



- #1 in regional markets in total people, 25 to 54s and 16 to 39s
- #1 multichannel in total people – 7two
- #1 multichannel in 25 to 54s and 16 to 39s – 7mate
- #1 multichannel group – 7mate, 7two, 7flix

Seven has the most-watched shows in Australia:

- #1 news program – **7NEWS**
- #1 Australian drama – **Home and Away**
- #1 lifestyle show – **Better Homes and Gardens**
- #1 daily game show – **The Chase Australia**
- #1 winter sport – **AFL**
- #1 breakfast show – **Sunrise**
- #1 morning show – **The Morning Show**

2022 SURVEY YEAR TO DATE:

National commercial shares (%):

Network	Total people	25 to 54s	16 to 39s
Seven Network	40.4	36.3	37.4
Nine Network	37.1	36.6	36.2
Network 10	22.5	27.1	26.4

Capital cities commercial shares (%):

Network	Total people	25 to 54s	16 to 39s
Seven Network	38.8	34.4	35.6
Nine Network	38.6	38.1	37.3
Network 10	22.6	27.4	27.1

Regional commercial shares (%):

Network	Total people	25 to 54s	16 to 39s
Seven Network	43.6	40.9	42.8
Nine Network	34.1	32.8	32.8
Network 10	22.3	26.2	24.4

Weeks won, total people:

2022 survey year	Nationally	Capital cities
Seven Network	14	11
Nine Network	6	9
Network 10	0	0

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: “Since the acquisition of Prime, Seven is the #1 leader in total TV nationally so far this year. We are #1 nationally



Media Release

in all people and in the key younger 16 to 39 demo, and less than half a point from #1 in 25 to 54s. We are #1 regionally in all people and key demos, and #1 in metro markets in total people.

“We deliver large and engaged audiences to our clients more consistently than any other network, with Seven ranking #1 in more weeks nationally and in metro markets than any of our competitors in 2022.

“7plus continues to grow its audience, up 27% year-to-date and with 12.5 million registered, verified users – more than any other commercial BVOD platform – it is the fastest growing BVOD service in Australia,” he said.

“Our continued growth and momentum in 2022 has proved that no other network has the powerful mix of premium sport, entertainment and news content that brings Australia together and we are set to remain #1 across the rest of the year.”

Seven’s Chief Content Officer, Entertainment Programming, Angus Ross, said: “The best is yet to come on Seven this year with the strongest second half content line up we have had in many years. The **2022 Commonwealth Games** is just over two weeks away – with all the sport Australians love to watch in prime time every single day – closely followed by the highly anticipated return of **MKR**.

“Also in 2022 we have the new season of **Farmer Wants A Wife**, the new season of **AGT**, **Kitchen Nightmares**, **This Is Your Life**, **The Best Of The Best And Worst of Red Faces**, and much more.”

Seven Chief Revenue Officer, Kurt Burnette, said: “The combination of Seven and Prime has made us the leading national total TV company, reaching 91% of all Australians every month. For our clients, this means unmatched reach and scale for better engagement and effectiveness across our combined #1 television and BVOD services. It’s now easier, faster and more effective to buy across our capital city, regional and digital audiences all in one place.

“Seven’s big start to 2022 has delivered incredible results for our partners and we are seeing exceptional interest in the content coming up this year and into 2023 on Seven, 7plus and 7news.com.au, including the **Commonwealth Games**, **MKR**, **AGT**, **Australian Idol** and **Million Dollar Island**.

“Creating big audiences requires big ideas and we are bringing the biggest new shows to Australians to create the biggest impact across television and digital. This content will be huge and will show the power of total TV in audience and integration to connect with highly engaged audiences for powerful, high-impact results for brands,” he said.

SEVEN’S TOP PROGRAMS – TOTAL AUDIENCE

Year to date 2022, total people:

Program	Total audience	Metro overnight	Regional overnight	7 day BVOD*	7 day timeshift*
7NEWS	1,515,174	943,930	527,559	40,000	3,685
7NEWS Sunday	1,448,010	954,545	464,649	26,000	2,816
The Voice	1,383,974	732,240	383,914	170,000	97,820
7NEWS Spotlight: The Platinum Party At The Palace	1,303,711	825,326	379,570	28,000	70,815



Media Release

Shane Warne Memorial Service	1,266,336	825,818	339,888	53,000	47,630
7NEWS Saturday	1,191,711	783,442	386,777	19,000	2,492
Hey Hey It's 100 Years	1,077,464	678,276	335,866	9,000	54,322
The Voice Generations	980,612	511,296	321,458	83,000	64,858
Dancing With The Stars: All Stars	974,713	552,971	276,040	60,000	85,702
Home and Away	955,207	473,765	312,089	132,000	37,353
The Chase Australia	838,901	508,369	297,141	30,000	3,391
SAS Australia	830,697	370,982	176,739	150,000	132,976
Big Brother	779,139	349,214	183,542	168,000	78,383
Better Homes and Gardens	616,671	353,200	235,554	14,000	13,917
AFL	597,046	441,775	149,993	-	5,278
Sunrise	431,609	240,282	162,247	29,000	80
The Morning Show	238,351	139,308	86,934	12,000	109

*Combined metro and regional

2022 SURVEY YEAR TO DATE:

National commercial audience shares (%), by week

Week	Seven Network	Nine Network	Network 10
7	44.4	36.7	18.9
8	43.2	36.9	19.9
9	38.6	39.8	21.6
10	37.7	40.3	22.0
11	36.9	40.4	22.7
12	39.9	38.4	21.8
13	39.9	38.4	21.7
14	41.1	38.0	20.9
15	38.1	39.8	22.1
16 - Easter	40.8	36.0	23.2
17 - Easter	42.8	35.5	21.7
18	42.8	34.9	22.4
19	43.6	34.1	22.3
20	41.4	35.8	22.8
21	41.9	35.5	22.6
22	42.8	32.7	24.5
23	42.4	33.2	24.4
24	40.5	37.3	22.2
25	40.2	34.6	25.2
26	38.2	36.9	24.9
27	36.5	39.7	23.4
28	36.3	40.2	23.8
Survey to date	37.3	38.6	24.1



Media Release

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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.

Source: OzTAM 5City metro and Regional TAM combined aggregate + Tas + WA markets | commercial share 6pm-Midnight Sun-Sat| OzTAM VPM 3.1 total minutes inc co-viewing | Share total day | Survey YTD 2020 v 2021 uplift|