



Sunday, 29 December 2024

Australia turns to Seven and 7plus in 2024

The most-watched network nationally

The most-watched network in 32 weeks of the calendar year

Highest-ever audience share in a non-Olympics year

7plus up 32% year-on-year

The biggest program of 2024: AFL Grand Final

The most-watched evening news: 7NEWS

As 2024 draws to a close, the Seven Network has locked in the title of the most-watched network nationally this year, with news, sport and entertainment content that connects to millions of Australians day in, day out.

The 2024 OzTAM calendar year came to a close yesterday. Seven scored its highest-ever audience share in a non-Olympics year and was on top nationally in 32 of the 50 calendar year weeks (including the Easter period but excluding the Paris Olympics).

This year, Seven's average total TV audience at night (6.00pm to midnight) was 938,000 viewers. Between 6.00am and midnight, Seven increased its audience share in all people and 25 to 54s.

[7plus](#) had a stellar 2024, increasing its audience by 32%. It was the market leader in VOD with a 41.7% share, while its BVOD (VOD and live streaming combined) share was 38.8%, up from 37% in 2023.

With a monthly national reach of 17 million people across its broadcast and digital network, Seven delivered the most-watched program of 2024 – the **AFL Grand Final**, which had a total TV audience of 4.06 million, the biggest audience for a Grand Final since 2021, and a national reach of 6.24 million – and was the home of the most-watched evening news (**7NEWS**), breakfast program (**Sunrise**, Australia's favourite breakfast show for 21 years), morning show (**The Morning Show**, on top in the mornings for 17 years), local drama (**Home and Away**) and lifestyle show (**Better Homes and Gardens**).

Seven's Test cricket coverage is up 15% so far this summer compared last year to an average total TV audience of 807,000. The Test cricket has reached 947,000 people exclusively on 7plus Sport.



Six of the top 10 entertainment series at 7.30pm were on Seven and five of Seven's key entertainment shows increased their audiences this year: **My Kitchen Rules, Australian Idol, Farmer Wants A Wife, The Front Bar** and the **TV WEEK Logie Awards**.

The most-watched multichannel in Australia this year was 7mate and 7mate, 7two, 7flix and 7Bravo was the leading multichannel group.

Seven West Media Managing Director and Chief Executive Officer, Jeff Howard, said: "This year, millions of people connected with Seven across broadcast and digital thanks to content such as the **7NEWS, Sunrise, AFL, cricket, Farmer Wants A Wife, Home and Away, Australian Idol, The Voice, My Kitchen Rules, Better Homes and Gardens** and more.

"Our top priority is to build deep connections with Australia on broadcast and 7plus, and connect those people to our valued clients. We do that through our market-leading news, sport and entertainment content, through our partnership with AI company Databricks to accurately predict audiences, through 7REDiQ, and through Phoenix, the world's most advanced total TV trading system which goes live on 2 March next year.

"Our content line up for 2025 and innovations in technology will ensure that Seven's connections to Australians will become even stronger in the year ahead," he said.

Seven Group Managing Director, Television, Angus Ross, said: "The biggest shows and most reliable formats in the world are on Seven and 7plus. From our content 'spine' of **Sunrise, The Morning Show, The Chase Australia, 7NEWS, Home and Away and Better Homes and Gardens**, to much-loved tentpoles such as **Farmer Wants A Wife, Australian Idol, The Voice, My Kitchen Rules, The 1% Club** and **Dancing With The Stars** – plus newcomers for 2025 **Stranded On Honeymoon Island** and **Once In A Lifetime** – Seven has a powerful and consistent year-long schedule that will keep Australians connected and entertained.

"With AFL, cricket, Supercars, horse racing and more, we are Australia's home of sport, delivering the biggest and most engaged sport audiences across Seven and 7plus Sport all year round. Our news and current affairs content – led by **7NEWS, Sunrise, 7NEWS Spotlight, The Nightly** and [7NEWS.com.au](https://www.7news.com.au) – keeps all of Australia informed."

Seven Group Managing Director, Digital, Gereurd Roberts, said: "7plus goes from strength to strength with its deep, ever-growing library and exclusive content. Next year it will become even stronger, with the rest of the summer of cricket and – from March – the 2025 AFL season, both available to stream for free for the first time.



“We are taking a ‘7plus First’ approach to all of our new overseas programming including **Suits: LA, Doc, The Hunting Party, Grosse Pointe Garden Society, St Denis Medical, Ludwig and The Americas**, and will drop one premium new series on 7plus every single month during 2025.”

Seven National Television Sales Director, Katie Finney, said: “Seven delivered again in 2024 for viewers and clients, with the best content, data and technology innovations and the strongest connections to Australians.

“We’re excited about 2025, with a great entertainment schedule, the most-watched news and current affairs programs, the best line up of sport – all live and free across Seven and 7plus – and the arrival of Phoenix. Our audiences are growing and brands can connect with them in more ways than ever before on Seven in 2025.”

2024 CALENDAR YEAR

National total TV commercial shares (%): 6.00pm to midnight

Network	All people	25 to 54s	Grocery shoppers
Seven Network	41.1%	36.3%	41.4%
Nine Network	38.9%	40.3%	38.7%
Network Ten	20.0%	23.4%	19.9%

National total TV commercial shares (%): 6.00am to midnight

Network	All people	25 to 54s	Grocery shoppers
Seven Network	42.2%	39.3%	42.6%
Nine Network	39.3%	40.0%	39.3%
Network Ten	18.5%	20.7%	18.1%

SEVEN’S TOP 40 SHOWS OF 2024

Rank	Program	Total TV audience
1	Seven’s AFL: Grand Final: Sydney v Brisbane	4,059,400
2	Seven’s AFL: Grand Final: Presentations	3,224,000
3	Seven’s AFL: Grand Final: On The Ground	2,991,500
4	Seven’s Cricket: Australia v India Fourth Test, Day 1, Session 3	1,555,200
5	Seven’s Cricket: Australia v India Fourth Test, Day 1, Session 2	1,449,260



6	Seven's Cricket: Australia v India Fourth Test, Day 1, Tea	1,441,000
7	The 64th TV WEEK Logie Awards	1,435,500
8	Farmer Wants A Wife Reunion	1,403,800
9	Seven's AFL: Grand Final: Pre-Match Entertainment	1,396,600
10	Seven's Cricket: Australia v India Fourth Test, Day 1, Session 1	1,386,900
11	Seven's Cricket: Australia v India Fourth Test, Day 2, Session 3	1,360,300
12	My Kitchen Rules Grand Final	1,313,000
13	7NEWS Monday to Friday	1,288,300
14	7NEWS Sunday	1,286,300
15	Seven's Cricket: Australia v India Fourth Test, Day 2, Session 2	1,280,000
16	Farmer Wants A Wife	1,277,700
17	2024 AFL Brownlow Medal	1,273,500
18	Farmer Wants A Wife Finale	1,267,000
19	Seven's Cricket: Australia v West Indies Second Test, Day 3, Session 2	1,254,900
20	Seven's Cricket: Australia v India Fourth Test, Day 3, Session 2	1,253,400
21	Supercars Championship: Bathurst 1000 Race Post Race	1,232,800
22	Seven's Cricket: Australia v India Fourth Test, Day 2, Tea	1,224,200
23	The Voice Grand Finale	1,214,600
24	Seven's Cricket: Australia v India Fourth Test, Day 3, Session 3	1,204,700
25	The Voice	1,194,000
26	Supercars Championship: Bathurst 1000 Race	1,190,400
27	The 64th TV WEEK Logie Awards Red Carpet	1,189,500
28	Mr Bates v The Post Office	1,185,100
29	Seven's Cricket: Australia v West Indies Second Test, Day 2, Session 2	1,179,300
30	My Kitchen Rules	1,155,800
31	Seven's Cricket: Australia v India Fourth Test, Day 1, Lunch	1,140,600
32	Seven's Cricket: Australia v West Indies Second Test, Day 1, Session 2	1,093,600
33	Seven's AFL: Friday Night Football Finals	1,084,200
34	Seven's Cricket: Australia v India Fourth Test, Day 3, Tea	1,081,400
35	Seven's Cricket: Australia v India Fourth Test, Day 2, Session 1	1,060,700



36	Seven's Cricket: Australia v India Fourth Test, Day 3, Session 1	1,052,600
37	Seven's AFL: Saturday Night Football Finals	1,044,600
38	Australian Idol Grand Finale	1,041,000
39	Seven's Cricket: Australia v India Fourth Test, Day 2, Lunch	1,036,400
40	7NEWS Saturday	1,032,200

THE TOP 60 SHOWS OF 2024*

Rank	Network	Program	Total TV audience
1	Seven	Seven's AFL: Grand Final: Sydney v Brisbane	4,059,400
2	Nine	State Of Origin Rugby League NSW v Queensland #3	3,611,600
3	Nine	State Of Origin Rugby League NSW v Queensland #1	3,399,000
4	Nine	NRL Grand Final Day Match	3,381,900
5	Seven	Seven's AFL: Grand Final: Presentations	3,224,000
6	Nine	State Of Origin Rugby League NSW v Queensland #2	3,216,400
7	Seven	Seven's AFL: Grand Final: On The Ground	2,991,100
8	Nine	Married At First Sight Finale	2,382,700
9	Nine	The Block Grand Final	2,320,100
10	Nine	Married At First Sight The Final Dinner Party	2,272,100
11	Nine	The Block Winner Announced	2,244,500
12	Nine	Married At First Sight	2,207,300
13	Nine	Australian Open Men's Final	2,142,300
14	Nine	Melbourne Cup Race	1,913,500
15	Nine	State Of Origin Rugby League NSW v Queensland #1 Pre Match	1,861,100
16	Nine	State Of Origin Rugby League NSW v Queensland #3 Pre Match	1,795,400
17	Nine	NRL Grand Final Day Entertainment	1,741,200
18	Nine	State Of Origin Rugby League NSW v Queensland #2 Pre Match	1,725,300
19	Nine	Melbourne Cup Presentation	1,589,400
20	Seven	Seven's Cricket: Australia v India Fourth Test, Day 1, Session 3	1,553,200
21	Nine	Australian Open, Day 8, Night	1,452,700
22	Seven	Seven's Cricket: Australia v India Fourth Test, Day 1, Session 2	1,449,200
23	Nine	Travel Guides	1,451,200
24	Seven	Seven's Cricket: Australia v India Fourth Test, Day 1, Tea	1,441,000
25	Nine	The Block	1,431,300



26	Seven	The 64th TV WEEK Logie Awards	1,430,500
27	Nine	NRL Grand Final Day Post Match	1,421,200
28	Seven	Farmer Wants A Wife Reunion	1,403,800
29	Seven	Seven's AFL: Grand Final: Pre-Match Entertainment	1,396,600
30	Seven	Seven's Cricket: Australia v India Fourth Test, Day 1, Session 1	1,386,900
31	Seven	Seven's Cricket: Australia v India Fourth Test, Day 2, Session 3	1,360,300
32	Nine	Melbourne Cup Mounting Yard	1,347,800
33	Nine	Carols By Candlelight	1,335,000
34	Nine	Australian Open Women's Final	1,331,300
35	Seven	My Kitchen Rules Grand Final	1,313,000
36	Seven	7NEWS Monday to Friday	1,288,300
37	Seven	7NEWS Sunday	1,286,300
38	Seven	Seven's Cricket: Australia v India Fourth Test, Day 2, Session 2	1,280,000
39	Seven	Farmer Wants A Wife	1,277,700
40	Seven	2024 AFL Brownlow Medal	1,273,500
41	Seven	Farmer Wants A Wife Finale	1,267,600
42	Seven	Seven's Cricket: Australia v West Indies Second Test, Day 3, Session 2	1,254,900
43	Seven	Seven's Cricket: Australia v India Fourth Test, Day 3, Session 2	1,253,400
44	Seven	Nine News Sunday	1,249,500
45	Seven	Supercars Championship: Bathurst 1000 Post Race	1,232,800
46	Seven	Seven's Cricket: Australia v India Fourth Test, Day 2, Tea	1,224,200
47	Seven	The Voice Grand Finale	1,214,800
48	Seven	Seven's Cricket: Australia v India Fourth Test, Day 3, Session 3	1,204,700
49	Seven	The Voice	1,194,000
50	Seven	Supercars Championship: Bathurst 1000 Race	1,190,000
51	Seven	The 64th TV WEEK Logie Awards Red Carpet	1,189,500
52	Nine	State Of Origin Rugby League NSW v Queensland #3 Post Match	1,185,700
53	Seven	Mr Bates v The Post Office	1,185,100
54	Seven	Seven's Cricket: Australia v West Indies Second Test, Day 2, Session 2	1,179,300
55	Nine	NRL Finals Series	1,172,100
56	Nine	Nine News Monday to Friday	1,165,700
57	Seven	My Kitchen Rules	1,155,800
58	Nine	State Of Origin Rugby League NSW v Queensland #1 Post Match	1,155,500



59	Seven	Seven's Cricket: Australia v India Fourth Test, Day 1, Lunch	1,140,600
60	Ten	MasterChef Australia Grand Finale	1,129,200

* Commercial networks only

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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, Shares and platform audiences "when watched" calendar year to date to 26/12/24 and year-on-year excluding Summer Olympics 27.7 – 11.8, 18-2400, Total TV National. Con28 Audiences Ranks program and series averages (exclude finales in ranker and series highlights), BVOD only growth and Share same CYTD range and 6am to 2400. Cricket audiences' main session only comparing three equivalent venue tests year-on-year and day one of Boxing Day. Cricket reach: all test content Seven and 7plus for the Tests season to date.