



Monday, 25 March 2024

## Seven is Australia's fastest growing network Audience and audience share rise in first quarter of 2024

As the first quarter of 2024 draws to a close, the Seven Network has taken the title of the fastest growing commercial total TV network so far this year and has closed the gap on its closest rival.

Across the first 12 weeks of 2024, Seven's national prime time total TV audience has jumped 5.7% compared with the same period in 2023, more than double the increase of its nearest competitor. Since the start of the year, Seven has reached 17 million Australians a month.

The network's total TV all people average audience share so far this year is 40.1%, up from 38.3% in the same period in 2023. Seven also increased its share among grocery shoppers from 38.3% to 40.2% and among 25 to 54s from 33.2% to 33.6%.

Seven's [7plus](#) has been a star performer this year. Its share of the commercial BVOD market has jumped from 29.2% to 32.6%, while the number of minutes streamed has soared about 40%.

Seven's audience and audience share growth this year across TV and digital has been driven by the success of **7NEWS**, **Home and Away**, cricket Tests, the **Big Bash League**, **Sunrise**, **The Chase Australia**, **Australian Idol**, **The 1% Club**, **Mr Bates Vs The Post Office**, **Better Homes and Gardens** and the start of the 2024 **AFL** season.

**7NEWS** is the #1 evening news bulletin nationally, while the **AFL** is the #1 footy code, **Home and Away** is the #1 local drama series, **The Chase Australia** is the #1 afternoon game show, **Sunrise** is #1 at breakfast, **The Morning Show** is #1 in the mornings, and **Better Homes and Gardens** is the #1 commercial lifestyle program.

**Australian Idol** is up 5% so far this season (the final episode is tonight). It is the fifth 7.30pm entertainment series on Seven in less than a year to grow its year-on-year audience, following in the footsteps of **Farmer Wants A Wife**, **Dancing With The Stars**, **My Kitchen Rules** and **SAS Australia**.

### 2024 CHANGES IN TOTAL TV AUDIENCES (%)

	Seven Network	Nine Network	Network Ten
Total TV	+ 5.7	+ 2.2	- 10.6
Broadcast TV	+ 3.7	+ 0.2	- 12.3
BVOD	+ 38.4	+17.6	+ 16.4



### 2024 NATIONAL TOTAL TV COMMERCIAL SHARES (%):

Year to date	All people	25 to 54s	Grocery shoppers
Seven Network	40.1	33.6	40.2
Nine Network	41.7	45.2	41.7
Network Ten	18.2	21.3	18.0

### 2023 NATIONAL TOTAL TV COMMERCIAL SHARES (%):

Year to date	All people	25 to 54s	Grocery shoppers
Seven Network	38.3	33.2	38.3
Nine Network	41.2	42.1	41.2
Network Ten	20.6	24.7	20.6

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: “Seven’s linear channels and 7plus are a powerful combination and that power can clearly be seen in the audience growth we’ve seen so far this year.

“No one has matched our audience gains, which have been led by the best news, sport and entertainment content in the country. Three months in and 2024 is already shaping up as a great year for Seven, our viewers and our partners.”

Seven Network Chief Content Officer, Entertainment Programming, Angus Ross, said: “It’s been a strong start to the year, with Seven recording the biggest audience growth of any network, and the best is yet to come.

“The fantastic new season of **Farmer Wants A Wife** starts after Easter and will be followed by **The Voice**, more **The 1% Club**, **Dancing With The Stars**, **Dream Home**, **My Kitchen Rules**, **Stranded On Honeymoon Island**, **SAS Australia**, **RFDS**, **7NEWS Spotlight**, **Made In Bondi**, **First Dates**, the **TV WEEK Logie Awards** and much, much more.

“Our content ‘spine’ of **Sunrise**, **The Morning Show**, **7NEWS**, **The Chase Australia**, **Home and Away** and **Better Homes and Gardens** continues to deliver great results week in, week out,” he said.

“The AFL season has only just started and it will be Australia’s #1 winter sport this year. It’s a very important part of our year-round wall of sport which also includes cricket, Supercars and horse racing. Our sport connects with Australians all year long, not just for a couple of weeks.

“It’s a great line-up across all of 2024 and it will make Seven #1 again this year.”

# Media Release

That's massive.



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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*; and [The Nightly](#). 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: please contact Seven Network for source information.