

Sunday, 25 September 2022

AFL Grand Final: #1 program of survey 2022 5.76 million viewers reached on Seven

The Seven Network's live, free and exclusive coverage of the 2022 AFL Grand Final yesterday reached a national audience of 5.76 million Australians on Channel 7.

The AFL Grand Final is the #1 TV program in the 2022 ratings survey year (based on overnight audiences) and scored an average total television audience of 3.06 million viewers, including 2.96 million viewers nationally and 2.18 million in the capital cities.

Seven's 2022 AFL Grand Final audience is up nationally on the last daytime Final in 2019 between Richmond and the GWS Giants.

On 7plus, an additional 95,000 viewers watched Geelong Cats triumph over the Sydney Swans on connected TVs, with 14 million minutes streamed.

Geelong Cats' victory dominated its timeslot in the capital cities with a 90.1% share of viewers during the game in total people, and an 91.7% share of 25 to 54s and 94% share in 16 to 39s.

In Melbourne, the Grand Final recorded a 97.7% share of viewers during the game, with Sydney recording an 80.5% share of viewers in its timeslot.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "Seven's live, free and exclusive coverage of the unmissable premiership decider captivated the nation and demonstrated once again why the AFL is Australia's #1 winter sport.

"Seven's AFL coverage, underpinned by our expert commentary and insights, showcases the passion, entertainment and exceptional competition of the AFL and why the unique spectacle brings our nation together like no other sport.

"It is a vital part of Seven's unbeatable sporting content and we are delighted to work with the AFL, the players, clubs and fans for many years to come as we take the AFL's free-to-air coverage into a new era," he said.

The huge audience numbers for the AFL Grand Final follow a highly successful 2022 Final Series.

Excluding the Grand Final, the Final Series reached 7.8 million Australian nationally, with an average broadcast audience on Seven of 1.1 million.

Nationally, Seven's audience was up on the 2021 Final Series (the audience of which was boosted by lockdowns in some cities). The Sydney broadcast audience jumped 23% year-on-year, while the Perth audience was up 22% and the Brisbane audience increased 10%. Seven accounted for 75% of the overall television viewing of the Finals Series.

Seven's AFL Grand Final

- AFL Grand Final: 3.06 million total viewers nationally. Reached 4.74 million on broadcast.
- AFL Grand Final: Presentations: 2.54 million total viewers nationally. Reached 3.77 million on broadcast.
- AFL Grand Final: On The Ground: 2.33 million total viewers nationally.
- AFL Grand Final: Pre-Match entertainment: 1.05 million total viewers nationally.
- AFL Grand Final: Post Match: 351,000 total viewers nationally.

Seven Network is #1 nationally and in the capital cities so far in the OzTAM 2022 survey year, and #1 nationally in 25 to 54s and 16 to 39s.

For more information, please contact:

Rob Sharpe
Head of Corporate Communications
M: 0437 928 884
E: rsharpe@seven.com.au

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 (Metro Broadcast, National BVOD), RegionalTAM (Comb. Agg Markets). Seven Network & 7plus. BVOD live streaming audience and minutes, includes co-viewing, 7plus pop-up channel. AFL Grand Final Match, Network national reach estimate based on Seven's broadcast of AFL Grand Final Match and AFL content, based on 1 minute viewed. Average National Audience: Metro + Regional broadcast. Program Commercial Shares: