

Saturday, 20 January 2024

Seven's summer of crickets gets hotter First Australia v West Indies Test reaches 3.8 million

Australia's victory over the West Indies in the first Test of the series was a hit for the Seven Network, reaching 3.8 million people nationally and averaging a daily peak audience of 879,000.

Drawing to a close before lunch on Day Three, there was no shortage of storylines in a jam-packed three days of live and free coverage on Seven.

As Steve Smith embarked on a new era of his career as an opener on the hallowed pitch at Adelaide Oval, West Indies debutant Shamar Joseph stunned viewers and the Australian players alike, as he dismissed Smith with his very first ball in Test cricket.

Then it was Travis Head who shone bright for the home side, delivering an important century on Day Two, before star bowler Josh Hazlewood took four quick wickets late in the day, leaving the travelling side in a less than favourable position as they entered the final day of play.

The first Test scored an average broadcast audience of 438,000 and ranked #1 in its timeslots in all people, 25 to 54s and 16 to 39s. The biggest audience came with the third session on Day Two, with an average audience of 657k nationally and an audience reach of 1.7 million.

Managing Director Seven Melbourne and Head of Network Sport, Lewis Martin, said: "A dominant opening innings from our national team, a debutant taking five wickets against a team of his idols and an emphatic century from Travis Head in his hometown, the Adelaide Test had it all – and there's so much more to come on Seven's summer of cricket.

"Make no mistake: the biggest and best moments of this summer of cricket on Seven are yet to come, starting with a huge do-or-die Knockout final tonight between the Perth Scorchers and the Adelaide Strikers, direct from a jam-packed Perth Stadium.

"Once again, Seven has assembled a stellar commentary and hosting team for the BBL Finals series, led by none other than world-class caller, Ricky Ponting, who will feature in every Final, before returning to Seven's Test coverage at the Gabba next Thursday, 25 January," he said.

"With wall-to-wall cricket from the BBL Finals to the final Test at the Gabba, there is nowhere else to be this summer than right here on Seven, Your Home of Cricket."

The live and free cricket action on Seven continues tonight when the Perth Scorchers and Adelaide Strikers meet in a do-or-die clash in the Knockout, from 7.00pm AEDT live and free on Seven.

As all four teams battle it out in the BBL Finals, all roads lead to the all-important Final, broadcast live and free on Seven, on the eve of Australia's final Test match against the West Indies, Wednesday, 24 January at 7.00pm AEDT.

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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 more than 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**, **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.