



Media Release

Monday, 15 August 2022

Sunrise wins 2022 #1 at breakfast for 19th consecutive year

The Seven Network's **Sunrise** has once again taken the crown as Australia's #1 breakfast show in 2022, with an unbeatable lead over its rivals.

For the 19th year in a row, **Sunrise**, hosted by David Koch and Natalie Barr, is #1 in its timeslot and has an unmatched commercial share and audience lead in 2022. Australia's #1 breakfast show has won every week this year, nationally and in the capital cities.

So far in the 2022 OzTAM survey year, **Sunrise** has an average national daily audience of 397,000 viewers, 31% bigger than its nearest competitor, and has cemented its position as the #1 breakfast TV program Australians turn to for up-to-the-minute news and breaking stories that inform and entertain.

Across the capital cities, **Sunrise** has an unrivalled commercial share of 45.5%, 6.7 share points bigger than its closest rival, and a 52.8% share in regional audiences, 19.5 share points bigger. **Sunrise** is also #1 in its timeslot in people 25 to 54 nationally.

To-date this year, **Sunrise** has won every week in the capital cities and every week nationally, including 25 weeks of the 40-week official ratings calendar.

Each weekday, **Sunrise** reaches 1.01 million Australians and has grown its BVOD audience on [7plus](#) 30% year-on-year.

Millions more Australians watch **Sunrise** on social media and [7NEWS.com.au/sunrise](#), with the breakfast show increasing the minutes viewed of its content in the past six months by 379% on its website, 204% on YouTube and 32% on Facebook.

The audience numbers so far this year are:

Market	Period	Sunrise	Today	10 News First: Breakfast
National	Survey year-to-date	397,000	303,000	24,000
	Calendar year-to-date	398,000	301,000	24,000
Capital cities	Survey year-to-date	236,000	200,000	16,000
	Calendar year-to-date	236,000	202,000	16,000

Seven Network Director of Morning Television, Sarah Stinson, said: "We are proud that more than 1.01 million people start with **Sunrise** every morning across Australia, and we never take it for granted.



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“As the world bounces back from the past few years, Australians continue to turn to Kochie, Nat and the team for breaking news, a sense of community and the light and laughs we all need to start the day feeling great and well informed.”

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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 (Metro), Regional TAM (Comb. Agg Markets)|Network National based on Metro and Comb. Agg Markets databases referencing Seven Network Content inc Tas + WA markets |Reach 1 min |Average Audience| Commercial Share% |2022 Survey YTD| Program Sunrise v Today | VPM 3.1 BVOD AUDIENCE SYTD