

Saturday, 26 April 2025

ANZAC Day AFL clash scores big with viewers Essendon v Collingwood reaches 2.15 million on Seven and 7plus Sport

The iconic annual ANZAC Day AFL showdown between Essendon and Collingwood scored big with viewers yesterday, reaching 2.15 million* people on Seven and [7plus Sport](#) yesterday.

Seven's live and free coverage of Collingwood's 41-point victory over Essendon delivered a national total TV audience of 838,000, up 52% on the 2025 season-to-date AFL season average.

For the first time, the keenly anticipated annual face-off between the two Melbourne teams was seen on 7plus Sport, where it drew 71,300 viewers.

Played in front of a 92,044 crowd at the MCG, yesterday's game was the most-watched sport program. It was also the #1 program nationally among people 16 to 39 and #2 behind **7NEWS** in all people and 25 to 54s.

Yesterday's pre-game coverage reached 715,000 people with a national total TV audience of 387,000, while the post-game reached 560,000 and had a total TV audience of 276,000.

The ANZAC Day game is the latest success in Seven's 2025 AFL coverage. So far this year, Seven's AFL has reached 9.9 million people – making it Australia's most watched winter sport – and scored an average total TV audience of 559,100.

Seven Network Director of Sport, Chris Jones, said: "The ANZAC Day game is so much more than just an epic clash between two powerhouse clubs. It's a powerful tribute to the bravery, courage, and sacrifice of the servicemen and women who have fought and continue to fight for our country.

"The ANZAC Day minute of silence at a packed MCG is unlike anything else in sport. It's a moment of unity, reflection, and deep respect and one of the most powerful and poignant traditions in football.

"We're proud to connect Australians with their favourite winter sport, live and free on Seven and 7plus Sport, particularly on a day that means so much to so many. It's an honour to share the emotion, the history, and the football with audiences nationwide," he said.

Seven Network Head of AFL and Sport Innovation, Gary O’Keeffe, said: “On the 30th anniversary of the first ever ANZAC Day clash, the Essendon v Collingwood game delivered extraordinary audiences on Seven and 7plus Sport.

“A five-goal performance from Jamie Elliott, along with a vintage display from Steele Sidebottom as he claimed his second ANZAC Day Medal, gave Pies fans an unforgettable day.

“The energy, passion, and the history of the ANZAC Day match make it truly special. The ANZAC spirit is woven through the fabric of this match, elevating it beyond football. It’s one of the most significant and moving days on the Australian sporting calendar, and we are incredibly privileged to bring every moment of this powerful occasion to viewers across the country,” he said.

For more information, please contact:

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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.

* 2.15 million reach covers the game, pre-game and post-game.

Source: Source: VOZ 5.0, National total TV average audience 25.4.2025, overnight data. ANZAC DAY AFL game only. Total people, includes spill. 2025 season average, overnight data 7.3.2025 – 24.4.2025, all games excluding pre and post coverage. 2025 total tv Season reach 7.3.2025 – 25.4.2025 includes pre and post coverage.