



AFL on Seven's coverage of Brownlow Medal smashes ratings records.

1.76 million viewers. 62% share of audience.

- AFL on Seven's coverage of this year's Brownlow Medal is the highest-rating medal coverage since the introduction of the new ratings system in 2001.
- The Brownlow Medal delivered an average audience of 1.396 million viewers across the five major metropolitan markets – up 25% on Ten's coverage in 2006, up 18% on Nine's coverage in 2005 and up 28% on Seven's coverage in 2001.

Brownlow Medal	Peak Audience	Average Audience	Audience Share	Audience Reach
Sydney	100,000	57,000	39%	170,000
Melbourne	990,000	829,000	71%	1,800,000
Brisbane	58,000	35,000	47%	81,000
Adelaide	306,000	233,000	55%	576,000
Perth	309,000	241,000	56%	654,000
Network	1,762,000	1,396,000	62%	3,280,000

- In addition to the 1.396 million viewers in metropolitan markets, 283,000 viewers in non-metropolitan markets watched The Brownlow Medal.
- In all, nearly 3.3 million Australians in the five metropolitan markets watched all or part of Seven's coverage in primetime in Melbourne, Adelaide and Perth and latenight in Sydney and Brisbane.
- AFL on Seven's coverage of the Brownlow Medal scored a peak audience of 1.76 million viewers and dominated its timeslots across Australia – with 6 out of 10 viewers watching commercial television watching the coverage.

- In Melbourne, coverage peaks at nearly 1 million viewers and delivers the highest-ever average audience in the history of television coverage of The Brownlow Medal. More than 7 out of 10 viewers in Melbourne were watching Seven's coverage. AFL on Seven's coverage of The Brownlow Medal in Melbourne is up 29% on 2006, up 17% on 2005 and up 18% on 2001.
- The Red Carpet prelude also delivered record ratings – the highest-rating red carpet for a Brownlow Medal presentation – with a peak audience of 1.5 million viewers (despite being broadcast in only three markets):

Brownlow Medal Red Carpet	Peak Audience	Average Audience	Audience Share	Audience Reach
Sydney	-	-	-	-
Melbourne	945,000	776,000	58%	1,230,000
Brisbane	-	-	-	-
Adelaide	253,000	207,000	51%	343,000
Perth	301,000	263,000	51%	465,000
Network	1,499,000	1,245,000	55%	2,038,000