



Seven's Friday Night Football ratings grow again in 2008 Leigh Matthews joins Channel Seven finals commentary team

Channel Seven has topped the AFL ratings ladder again at the end of the 2008 home and away season with Friday Night Football up 3% in Melbourne, as premiership player and coach Leigh Matthews re-joins the Channel Seven commentary team for the 2008 AFL finals series.

This outstanding ratings result is the second year in a row Channel Seven has increased AFL ratings in Melbourne after a 4.6% increase in Melbourne in 2007, showing viewers love AFL on Seven.

Friday Night Football ratings in Melbourne have increased to an average of 434,000 viewers in 2008, compared to 421,000 viewers in 2007.

Across the network, ratings held steady on Friday Night Football from the outstanding 2007 result when ratings increased 6% from Channel Nine's performance in 2006.

Sunday Football has also increased dramatically on Channel Seven in Melbourne for Sunday Football where ratings are up 9%, an average of 311,000 viewers in 2008, compared to 286,000 in 2007.

"We're delighted with our AFL ratings and thank our loyal Channel Seven AFL viewers. We're once again thrilled AFL Legend Leigh Matthews will join us for the finals. Our AFL ratings success is a credit to our commentary and production team," said Channel Seven Melbourne General Manager Lewis Martin.

Friday Night Football TV ratings percentage increase season-on-season

	Average viewers	% increase year-on-year
2008	434,000	+3%
2007	421,000	+4.6%

** Melbourne market only*

For further information: Greg Smith on (03) 9697 7528