

The Voice Australia to soar at Seven

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The Seven Network today announced it has commissioned The Voice from ITV Studios Australia, to appear on Channel 7 in 2021 as part of its successful content-led growth strategy.

The Voice is one of Australian television's most successful and much-loved entertainment franchises and is the purest vocal talent competition that exists globally. Originating in the Netherlands in 2010 the program airs in 180 countries across every continent, including the nine seasons on Australian screens with a galaxy of superstar Coaches including Delta Goodrem, Keith Urban, Seal, The Madden Brothers, Ricky Martin, will.i.am, Kylie Minogue, Jessie J, Ronan Keating and Joe Jonas.

The 2021 season on Seven will be hosted by Sonia Kruger.

CEO and Managing Director James Warburton said: “This is a coup for Seven. Adding The Voice to our 2021 program slate is another brick in the wall of our content-led growth strategy of using proven, power formats. The Voice is a television megabrand that will deliver on our promise of more tentpoles, audience growth and consistency across the year. It is a strong performer in BVOD and will give audiences what they want: the world’s best television.

Director of Programming, Angus Ross said “The Voice remains the biggest entertainment show in Australia averaging over 1.5 million viewers each week – delivering on broadcast, demographics and streaming. We jumped at the opportunity to bring this juggernaut into Seven’s 2021 schedule. Our plans to supercharge the format are well underway.”

The 2021 series will be reimagined to capture the spirit of the times. A new tighter format adapted for latest viewing trends will see the new series maintain all the momentum of the past while injecting the dynamic pace we know audiences love.

“We’re accustomed to working with some of the best production studios in the country to deliver refreshed formats that have new life breathed into them,” said Angus Ross. “We’ve done it with Big Brother and Farmer Wants a Wife this year – and we couldn’t resist the opportunity to responsibly reimagine the format for The Voice 2021. We’ll deliver an established franchise ramped up for newer and bigger audiences, in a lean production format that speaks to a modern viewers.”

David Mott, CEO and Managing Director of ITV Studios Australia said: “This is truly a significant day. It is the beginning of a new era of The Voice in Australia which is still the biggest entertainment brand globally. Seven did not hesitate in securing the rights when this opportunity came up and we cannot wait to get cracking on the series for 2021....and to welcome Sonia back to the biggest entertainment stage on Australian television.”

The Voice Australia will appear across the Seven Network in 2021.

The flagship format has regularly delivered number 1 rankings for broadcasters and has won four Emmys and three TV WEEK Logie awards.

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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 comprises some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7TWO, 7mate, 7flix and BVOD offering 7plus, as well as The West Australian, The Sunday Times and Seven Studios. Home to iconic brands such as Big Brother, House Rules, Farmer Wants a Wife, Home and Away, Better Homes and Gardens, Australia's leading news and breakfast programs 7NEWS and Sunrise, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and the Olympics.

About ITV Studios

ITV Studios is a creator, producer and distributor of world-leading programmes that people can't get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV. ITV Studios is home to some of the best creative minds, crafting over 8,400 hours of original programming across 55 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 46,000+ hours to broadcasters and platforms around the world.

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