



RATINGS MEDIA RELEASE



A RECORD 4.84 MILLION AUSTRALIANS CHOOSE SBS AS THE SOCCEROOS ADVANCE AT FIFA WORLD CUP 2026™

Australia's third match, against Paraguay, achieved a Total TV reach of more than 4.84 million

A Total TV average audience of more than 3 million watched the match, with almost 47% tuning in on SBS On Demand

Almost half of all Australians have watched the tournament as cumulative reach hits 13.9 million

27 June 2026

The Socceroos' third match of the FIFA World Cup 2026™ has become the most-watched World Cup match in SBS history, attracting 4.844 million viewers* (VOZ Total TV reach) as the Australian team qualified for the knockout stage of the tournament by drawing 0-0 with Paraguay in San Francisco on Friday (26 June).

Cumulative Total TV reach for the tournament is now at 13.9 million, which means almost half of Australia's population has watched some of the tournament, with three weeks still to go.

The exciting young Socceroos team has captivated the nation, attracting a Total TV average audience of 3.086 million across linear television and digital streaming for their deciding Group D match, as almost 47% tuned in through SBS On Demand (see detailed breakdown below). The Socceroos will now play their next match in Dallas on 4 July at 4am (AEST) in the Round of 32.



The Socceroos celebrate their victory over Türkiye on 14 June. Image: Getty Images

Yesterday's match surpassed the ratings for Australia's match against Türkiye on 14 June (3.038 million, VOZ Total TV national average audience) and is now the second most watched broadcast in SBS history, behind the Socceroos' 2006 World Cup qualifier against Uruguay (3.416 million, national average audience, in the days before digital streaming).

SBS's World Cup broadcast dominated Friday's free-to-air ratings, as the Paraguay-Australia post-match program attracted 2.872 million viewers, and the pre-match program attracted 2.277 million viewers. In total, SBS had the top three programs of the day and five of the top ten between live matches and pre- and post-match shows.

World Cup matches have consistently ranked in the top ten programs of the day since the tournament began on 12 June (Australian time). So far, 27 Live matches have reached more than one million viewers each.

The World Cup broadcast has struck a particular chord with younger viewers, ranking No.1 on the VOZ daily ratings for 14 of the last 15 days in the 16-39 age group. On Friday (26 June), SBS had the top six shows for this age group.

SBS Director of Sport, Ken Shipp, said: "This is a historic FIFA World Cup™ in many ways. In our 40 years of broadcasting the tournament, we've never seen national engagement at this level. Australians have embraced both the Socceroos' campaign and the wider tournament in extraordinary numbers, demonstrating the enduring passion for football in this country. We've already witnessed some unforgettable football, and with the knockout rounds about to begin, the tournament is entering its most compelling stage."

Paraguay v Australia	Total TV Reach	Total TV Average Audience	% BVOD Contribution
Paraguay v Australia - Pre	2,277,000	937,000	47.0%
Paraguay v Australia - Live	4,844,000	3,086,000	46.8%
Paraguay v Australia - Post	2,872,000	1,389,000	41.3%

Top Matches to 26 June	Total TV Reach	Total TV Average Audience	% BVOD Contribution
Paraguay v Australia – Live	4,844,000	3,086,000	46.8%
Australia v Türkiye – Live	4,750,000	3,045,000	44.0%
USA v Australia - Live	3,456,000	2,199,000	45.9%
Haiti v Scotland – Live	1,933,000	872,000	47.7%
Brazil v Morocco - Live	1,932,000	981,000	62.6%

Watch live, free and exclusively on SBS, SBS VICELAND and SBS On Demand from 12 June to 20 July (AEST). Learn all the ways to watch, read and listen, including updating your SBS On Demand app (iOS or Android) and subscribing to SBS Sport newsletters [here](#).

SBS Sport's social media platforms have had more than 369 million video views and 450 million impressions across Facebook, Instagram, TikTok, X and YouTube.^

Follow SBS Sport across [YouTube](#), [TikTok](#), [X](#), [Instagram](#) and [Facebook](#) for all the latest from the FIFA World Cup 2026™.

Broadcast schedule and more information [here](#).

Hyundai, Hisense, Macca's, Rexona, bet365, Commonwealth Bank and Youi are commercial partners of SBS's broadcast of the FIFA World Cup 2026™.

Sources:

* Reach-To Date: VOZ National Total TV | Date: 11/06/2026 - 26/06/2026 | Data: When Watched, All WC content | Demo: Total People | Metric: Reach (Broadcast 1 min, BVOD 15 secs)

Average Audience: VOZ National Total TV | Overnight 12/06/2026 - 26/06/2026 | Demo: Total People | Metric: Average Audience

^ Tableau, 1/4/2026 to 26/6/2026

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