



4.78M AUSSIES TUNE IN FOR SOCCEROOS WIN OVER TÜRKİYE ON SBS

Match had a Total TV average audience of 3.035 million, with over 41% of viewers tuning in on SBS On Demand

Yesterday's match was the third most watched event of the year across all free-to-air networks

The FIFA World Cup 2026™ has reached more than 8 million Australians on SBS and SBS On Demand since the start of the tournament

June 15, 2026

SBS's broadcast of Australia's thrilling opening match of the FIFA World Cup 2026™ reached more than 4.78 million Australians* and topped the national television ratings on Sunday (14 June).

Fans watched in record numbers as the Socceroos' brilliant 2-0 victory over Türkiye attracted an average audience of 3.035m across linear television and digital streaming, with 41.4% tuning in through SBS On Demand (see detailed breakdown below). These are SBS's highest total reach and average audience scores since the new VOZ ratings measurement system began in 2025.

SBS's World Cup programming dominated Sunday's free-to-air ratings, as the Australia vs Türkiye post-match program attracted 2.893 million viewers, and the pre-match program attracted 2.599 million viewers, claiming the top three shows.



SBS had five of the top ten programs on Sunday (14 June), with the inclusion of the Brazil vs Morocco match in 7th place (1.846 million reach) and the Haiti vs Scotland match in 9th place (1.501 million reach).

Across the first three days of the tournament, SBS achieved a Total TV Reach of 8.139 million (5.431 million on linear television and 3.458 million on SBS On Demand).

SBS Director of Sport, Ken Shipp, said: “The FIFA World Cup 2026™ has delivered an extraordinary opening three days, highlighted by the Socceroos’ magnificent victory in their opening match. The response from Australians has been exceptional, with audience numbers reflecting the excitement, passion and national pride that only a FIFA World Cup™ can inspire.

“Australians have embraced both this historic tournament and the Socceroos’ journey, and that journey is only just beginning. As the biggest FIFA World Cup™ in history, this tournament promises unforgettable moments, dramatic storylines and world-class football on a scale never seen before. SBS is proud to bring Australians every chapter of what is shaping up to be a truly memorable FIFA World Cup™”



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



| Top Three Matches to 14 June | Total TV Reach | Total TV Average Audience | % BVOD Contribution |
|------------------------------|----------------|---------------------------|---------------------|
| Australia v Türkiye – Live | 4,783,000 | 3,035,000 | 41.4% |
| Brazil v Morocco – Live | 1,846,000 | 915,000 | 59.5% |
| USA v Paraguay – Live | 1,640,000 | 803,000 | 52.6% |

Watch live, free and exclusive 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 57 million video views and almost 72 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 - 14/06/2026 | Data: When Watched, All WC content | Demo: Total People | Metric: Reach (Broadcast 1 min, BVOD 15 secs)

Average Audience: VOZ National Total TV | Date: 12/06/2026 - 14/06/2026 | Data: Overnight| Demo:Total People | Metric: Average Audience

^ Tableau, 1/4/2026 to 14/6/2026

For further information and interview requests please contact:

Nicole Jeffery | nicole.jeffery@sbs.com.au | 0439 246 625



SBS acknowledges the Traditional Custodians of Country throughout Australia.

To adjust preferences for receiving media releases from SBS please contact the above media representative.