



RATINGS MEDIA RELEASE



MILLIONS TUNED IN FOR QUARTER-FINALS OF THE FIFA WORLD CUP 2026™ ON SBS

Norway v England attracted a Total TV reach of 3.7 million on Sunday morning

More than 3 million also tuned into the match between Argentina and Switzerland

Most Australians have watched the tournament as cumulative reach hits 17.1 million

13 July 2026

Australians continue to flock to SBS's FIFA World Cup 2026™ broadcast in huge numbers as the tournament enters its final thrilling week.

In quarter-final action over the weekend, 3.7 million* (VOZ Total TV reach) watched England defeat Norway 2-1 in extra-time on Sunday (12 July) to progress to the quarter-finals. The average audience was 2.1 million. This was the biggest audience for a match not involving Australia, and the fourth biggest match audience of the tournament.

According to preliminary numbers, most of those stayed on to watch Argentina defeat Switzerland 3-1 in extra-time (3.19 million in VOZ Total TV reach and 1.72 million in average audience). Six matches have now reached more than three million.

The Norway-England post-match show also reached over three million viewers. In all, SBS had the top six programs on Sunday (12 July) in the VOZ daily ratings published today.

Excitement continues to build as the last four teams battle for the title. On Wednesday, France will meet Spain in the first semi-final (5am AEST), while England will play Argentina in the second semi-final on Thursday (5am AEST). The winners will meet in the World Cup final on Monday, 20 July (5am AEST).

Watch the FIFA World Cup 2026™ live, free and exclusively on SBS, SBS VICELAND and SBS On Demand until 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](#).

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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 - 13/07/2026 | Data: When Watched, All WC content | Demo: Total People | Metric: Reach (Broadcast 1 min, BVOD 15 secs)

Average Audience: VOZ National Total TV | Overnight | Demo: Total People | Metric: Average Audience

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