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Formula One: 963,000 Viewers.

Network Ten: The Home Of Big Event Motorsport, Live And Free.

- **2017 Formula 1® Rolex Australian Grand Prix: 963,000 Capital City And Regional Viewers. Peaked At 1.18 Million.**
- **705,000 Capital City Viewers. Peaked At 816,000.**
- **Live Streams On tenplay Jump 39%.**

Network Ten's live and free coverage of the **2017 Formula 1® Rolex Australian Grand Prix** yesterday was a hit with viewers, attracting 963,000 television viewers nationally and a peak television audience of 1.18 million, plus 42,000 live streams and 213,000 social media interactions.

In the capital cities alone, 705,000 people tuned in to the excitement at the Albert Park Grand Prix Circuit in Melbourne.

The dramatic race saw Ferrari's Sebastian Vettel take the first win of the season, as Aussie hero Daniel Ricciardo failed to finish the race due to engine failure.

Vettel won by almost 10 seconds from the Mercedes-Benz duo of Lewis Hamilton and Valtteri Bottas, marking Ferrari's first win on Australian soil in 10 years.

In its timeslot, the race ranked #1 among people 25 to 54, under 55s and total people with commercial shares of more than 40%. In Melbourne, the race's commercial shares were 64.1% in 25 to 54s, 63% in under 55s and 58.9% in total people.

The race on Sunday was the #5 program in capital cities among 25 to 54s and #6 in under 55s. In Melbourne, it was the #2 program across all age groups.

From Friday to Sunday, Network Ten's comprehensive coverage on TEN HD, TEN and ONE reached 2.82 million capital city television viewers and 1.24 million regional television viewers.

The **2017 Formula 1® Rolex Australian Grand Prix** dominated social media yesterday, with 213,000 interactions on Facebook and Twitter.

On Network Ten's online catch-up and streaming service tenplay, the **2017 Formula 1® Rolex Australian Grand Prix** recorded 83,000 live streams from Friday to Sunday – up 40% on 2016 – and 418,000 social media interactions.

This year the **FIA Formula 1® World Championship** has seen one of the biggest technical shake-ups in more than 20 years, with fans enjoying increased speeds and spectacular racing at the season opener in Melbourne.

Network Ten's live and free coverage was hosted by TEN Sport's Matt White and Adam Gilchrist, Australian F1 hero Mark Webber, former F1 World Champion Alan Jones and expert commentator



Mark Larkham, plus Mark Howard, James Allen, Tom Clarkson, Kate Peck and Natalie Hunter.

Mark Webber said: "It was fantastic to be a part of Network Ten's team for the Australian Grand Prix broadcast again this year alongside Matt, Gilly, AJ, Howie and the team.

"Formula 1 has seen a big shake-up this year and the atmosphere was electric at Albert Park this weekend. It is great to see that the race also resonated with so many Australians watching Network Ten at home.

"The **Formula 1® Rolex Australian Grand Prix** is one of the biggest sporting events in the country. To see Sebastian Vettel on the top step of the podium on Sunday was a thrilling end to a spectacular weekend of racing," he said.

Network Ten's Network Executive, Australian Formula 1, David Barham, said: "The **Formula 1® Rolex Australian Grand Prix** has proven again to be a major drawcard for audiences both on and off track.

"It was an action-packed weekend and it is a great credit to our extremely talented on-air team and production crew, with 25 hours of exciting and compelling live television produced.

"The weekend would not have been possible without the fantastic support of the fans, our sponsors and our great partners Formula One Management and the Australian Grand Prix Corporation," he said.

Network Ten is the home of big event motorsport in 2017, bringing fans six live Supercars Championship races, 10 live Formula 1 races, live MotoGP races, eight Supercars highlights programs and Australia's favourite motorsport panel show, **RPM** – all free.

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Source: OzTAM, 5 City Metro, Regional TAM, Combined Aggregate markets, based on confirmed times to the nearest minute. Nielsen Social Content Ratings. Adobe Analytics, live stream starts.