

22 December 2017

Big Bash A Big Hit.

Television Audience For First Three Matches Up 13% On Last Summer.

After three days, Network Ten and WIN Network's live, free and exclusive coverage of the 2017-18 **KFC Big Bash League** is a smash hit with television viewers, drawing 13% more viewers compared with last summer's season average.

The first three matches recorded an average national television audience of 1.14 million, up 13% on the 2016-17 season average.

In the capital cities, the new **KFC Big Bash League** season has averaged 789,000 viewers per game, up 14% from 690,000 for the 2016-17 season.

The average national television audience for Session 2 has grown 8% to 1.21 million compared to last summer's average, with an average peak of 1.45 million. The average for Session 1 is up 18% to 1.09 million (peak of 1.49 million).

In the capital cities, Session 2 has posted an average audience of 847,000, up 10% compared with the 2016-17 season average.

Session 1's average capital city audience is 745,000 viewers, up 18% compared with last summer's season average.

The **KFC Big Bash League** has dominated television viewing, with the first three matches ranking #1 in their timeslots in total people and among people aged 25 to 54 and under 55.

On Twitter, **#BBL07** and related hashtags have trended #1 every night the competition has been on air.

Network Ten's Network Executive, Big Bash, David Barham, said: "We are delighted with the start of the new **KFC Big Bash League** season and are looking forward to bringing all the T20 action to viewers across what is going to be a big summer of cricket.

"The **KFC Big Bash League** and the **Rebel Women's Big Bash League** have firmly established themselves as part of the Australian summer and with more matches than ever before on Network Ten, their popularity will continue to grow.

“Our partners at Cricket Australia have created a great schedule for the summer, with 43 **KFC Big Bash League** matches in 48 days and every match broadcast in prime time, and the competition between the teams and players is more intense than ever,” he said.

“We have the best and most entertaining commentary team in cricket, led by multi-award nominated presenter Roz Kelly with cricket royalty Adam Gilchrist AM, Ricky Ponting AO, Mark Waugh AM and Damien Fleming, plus Mark Howard and Mel Jones.

“Andrew Symonds, Darren Lehmann, Brendon McCullum and Kevin Pietersen are back for another season as special guest commentators, and joining them for the first time are English cricket legends Michael Vaughan and Graeme Swann,” Mr Barham said.

Network Ten and WIN Network’s coverage of the start of the 2017-18 **Rebel Women’s Big Bash League** competition earlier this month was also a hit with viewers, with the television audience for the first four matches broadcast jumping 24% compared with 2016-17 season average.

The opening weekend on 9 and 10 December reached a total television audience of 2.02 million people in the capital cities and 1.02 million in regional areas.

On 9 December, session two of the Sydney Sixers-Melbourne Stars match had 469,000 viewers nationally, a record number for a non-finals **Rebel Women’s Big Bash League** session, and peaked at 632,000.

In the capital cities, the session had 295,000 viewers, up 53% on the 2016-17 season average, and peaked at 373,000.

Across the four games on 9 and 10 December, an average of 313,000 viewers nationally watched the coverage on TEN and WIN Network, up 24% from the 2016-17 season average.

2017-18 KFC Big Bash League: The First Three Days:

- Average game audience, national: 1.14 million viewers.
- Average game audience, national: Up 13% on the 2016-17 season average.
- Average game audience, capital cities only: 789,000 viewers.
- Average game audience, capital cities only: Up 14% on the 2016-17 season average.
- Average Session 2 audience, national: 1.21 million viewers.
- Average Session 2 audience, national: Up 8% on the 2016-17 season average.
- Average Session 2 capital cities only: 847,000 viewers.
- Average Session 2 capital cities only: Up 10% on the 2016-17 season average.

- Average Session 1 audience, national: 1.09 million viewers.
- Average Session 1 audience, national: Up 18% on the 2016-17 season average.
- Average Session 1 capital cities only: 745,000 viewers.
- Average Session 1 capital cities only: Up 18% on the 2016-17 season average.
- Average Post Game audience, national: 612,000 viewers.
- Average Post Game audience, national: Up 25% on the 2016-17 season average. Up 29% on first three games in 2016-17 season.
- Average Post Game capital cities only: 438,000 viewers.
- Average Post Game capital cities only: Up 24% on the 2016-17 season average. Up 27% on first three games in 2016-17 season.

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Source: OzTAM, 5 City Metro, Regional TAM, Combined Aggregate Markets, Overnight. Lifts on 2016-17 season average excluding Finals, Overnight, TEN + ONE. Session 1 includes ONE Brisbane/QLD exclusive hour. Game average excludes Post-Game.