

29 January 2017

## Big Bash Scores Big In 2016-17.

**Big Final, Session 2: 1.48 Million Viewers.**

**Big Final Average: 1.3 Million Viewers.**

**Season Average: 1.03 Million Viewers. Record Audience Shares In 25 To 54s And Under 55s.**

Network Ten's coverage of the 2016-17 season of the **KFC Big Bash League** ended on a high last night, with 1.3 million Australians tuning in to watch the Perth Scorchers triumph over the Sydney Sixers in the Big Final.

The television audience for the exciting conclusion to this summer's television sensation peaked at 1.76 million. In the capital cities alone, the Scorchers' victory was watched by 910,000 people on Network Ten and peaked at 1.22 million.

Last night's Session 2 had 1.03 million capital city television viewers and was the #2 program of the night in total people and people 25 to 54. Session 1 had 834,000 capital city viewers and was the #4 program last night. Nationally, Session 2 and Session 1 had 1.48 million and 1.19 million viewers respectively.

Session 2 of the Big Final easily won its timeslot, capturing a 35.2% commercial share in total people and a 36.8% share in 25 to 54s. In Perth, Session 2 achieved a remarkable 61.6% commercial share in 25 to 54s and 50% in total people.

Last night's Big Final was preceded by the Final of the **Rebel Women's Big Bash League**, which saw the Sydney Sixers claim victory over the Perth Scorchers.

The Final of the **Rebel Women's Big Bash League** attracted 402,000 viewers nationally, peaking at 710,000. In the capital cities, its television audience was 267,000, with a peak of 447,000.

Session 2 of the **Rebel Women's Big Bash League** Final had 500,000 viewers, a record television audience for any WBBL match.

The audience numbers for both competition's Finals capped a highly successful season and saw Network Ten record its highest ever commercial shares in people aged 25 to 54 and under 55 in the first four weeks of a calendar year.

Across the 2016-17 summer, the **KFC Big Bash League** drew an average national television audience of 1.03 million. It reached a total of 14.4 million nationally.

In the capital cities alone, the competition averaged 710,000 viewers per game, with an average peak of 1.53 million.

The 2016-17 season dominated its timeslot, ranking #1 in total people, 25 to 54s and under 55s.

It also captured a greater share of the available television audience in key age groups, increasing its commercial share among 25 to 54s from 31.3% to 32.3% and among under 55s from 32% to 33.9%. Both share numbers represented all-time highs for the competition.

The average national television audience for Session 2 this summer was 1.15 million, with an average peak of 1.43 million. In the capital cities, Session 2 generated an average audience of 793,000 and peaked at 949,000.

The national average for Session 1 was 947,000 (peak of 1.38 million), including a capital cities average of 646,000 (peak of 895,000).

The **Rebel Women's Big Bash League** also produced strong audience numbers, with an average national audience of 241,000 – up 5% from last summer – a peak of 508,000 and an audience reach of 5.5 million.

The **Rebel Women's Big Bash League** also dominated its timeslot, ranking #1 in total people and among 25 to 54s in the capital cities.

Network Ten's Chief Executive Officer, Paul Anderson, said: "We are delighted that so many Australians enjoyed the **KFC Big Bash League** and the **Rebel Women's Big Bash League** this summer.

"Thanks to the commitment, passion and enthusiasm of everyone at Cricket Australia and our great production and on-air team at Ten led by David Barham, Big Bash is now firmly established as an essential part of the Australian summer.

"After four years, our partnership with Cricket Australia continues to go from strength to strength, and we look forward to continuing it for many years to come," he said.

Cricket Australia Chief Executive Officer, James Sutherland, said: "This summer's women's and men's Big Bash Leagues have been an outstanding success.

"Fans are clearly excited by T20 cricket and once again we've seen record attendances and huge television audiences tuning in to Network Ten's broadcasts.

"Our ultimate objective is for the Big Bash to attract more people to cricket – as players and fans. In that regard, the success of the Big Bash is unquestionable. Full credit to the players for the quality of cricket played and the manner in which they have engaged with fans and promoted the two competitions," he said.

"Each of the respective BBL clubs should also be very proud of their achievements this season in bringing new members and fans to their franchise – and of course we thank our

television broadcaster, Network Ten, whose production has been nothing short of first-class.”

Network Ten’s Network Executive, BBL, David Barham, said: “There is no doubt that the **KFC Big Bash League** is now a major player in the Australian summer sporting calendar.

“We are very proud of our involvement in the development of the league. Our commentators have again been exceptional and continue to raise the bar for sports commentary in this country. The broadcasts would not be possible without a fantastic group of committed people who work tirelessly across all areas of our production all summer.

“Thank you all our viewers, sponsors, commentators, hosts, the BBL clubs, the players, the fans at the grounds and Cricket Australia for making the 2016-17 season such an outstanding success. We are already looking forward to the new, expanded 2017-18 season,” he said.

## 2016-17 KFC Big Bash League On Network Ten:

### National:

- Average game audience, national: 1.03 million viewers.
- Audience reach: 14.4 million people.
- Average game audience, national, Session 2: 1.15 million viewers.
- Average game audience, national, Session 1: 947,000 viewers.
- Average game audience, national, Post Game: 499,000 viewers.

### Capital Cities:

- Average game audience, capital cities only: 710,000 viewers.
- Audience reach: 10.3 million people.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Average game audience, capital cities only, Session 2: 793,000 viewers.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Average game audience, capital cities only, Session 1: 646,000 viewers.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Average game audience, capital cities only, Post Game: 360,000 viewers.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Average commercial share, total people, capital cities only: 29.2%.
- Average commercial share, under 55s, capital cities only: 33.9%. Up from 32% in 2015-16.
- Average commercial share, 25 to 54s, capital cities only: 32.3%. Up from 31.3% in 2015-16.

### Social Media:

- Over 1.4 million social media interactions on Facebook and Twitter.

- Total weekly Facebook reach: 718,137, up 44% on 2015-16.
- Total Facebook likes (@TenSportTV) up 136% from start of the season.
- 40% increase in Instagram followers since start of the season.
- #BBL06 and related hashtags regularly trended at #1 on Twitter during the season.

2016-17: Highest Rating Games	National Audience, Average	National Audience, Peak
Big Final, Perth Scorchers V Sydney Sixers, 28 January 2017	1,302,000	1,760,000
Semi Final 2, Brisbane Heat V Sydney Sixers, 25 January 2017	1,278,000	1,980,000
Adelaide Strikers V Brisbane Heat, 21 December 2016	1,277,000*	1,794,000
Semi Final 1, Perth Scorchers V Melbourne Stars, 24 January 2017	1,210,000	1,733,000
Melbourne Renegades V Hobart Hurricanes, 12 January 2017	1,190,000	1,790,000

\* Biggest audience ever for a regular season match, ie, excluding Semi-Finals and Finals.

## 2016-17 Rebel Women's Big Bash League On Network Ten:

### National:

- Average game audience, national: 241,000 viewers. Up 5% on 2015-16 season average.
- Audience reach: 5.5 million people.
- Average game audience, national, Session 2: 287,000 viewers. Up 25% on 2015-16 season average.
- Average game audience, national, Session 1: 204,000 viewers.
- Average game audience, national, Post Game: 258,000 viewers. Up 13% on 2015-16 season average.

### Capital Cities:

- Average game audience, capital cities only: 158,000 viewers. Up 11% on 2015-16 season average.
- Audience reach: 4.02 million people.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Average game audience, capital cities only, Session 2: 190,000 viewers. Up 34% on 2015-16 season average.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Average game audience, capital cities only, Session 1: 133,000 viewers.
- #1 in its timeslot in 25 to 54s and under 55s.

- Average game audience, capital cities only, Post Game: 168,000 viewers. Up 18% on 2015-16 season average.

**For more information, please contact:**

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SOURCES: OzTAM, Regional TAM, combined aggregate markets. Series average audience excludes Post Game. Commercial share based on capital cities. Consolidated 7 data (excluding week 4 which is Overnight). Share highs based on OzTAM, 5 City Metro, Weeks 1-4 2001-17, Consolidated 7 (excl. Week 4 2017 which is Overnight), 18:00-22:30. National reach based on network derived estimate. Facebook. Instagram. Nielsen Social Content Ratings. Overall reach includes women's matches. Reach includes replays.