

14 March 2017

I'm A Celebrity...Get Me Out Of Here!: 1.45 Million. TV Series Average Up 9% On 2016. Online And Social Media Audiences Soar.

Network Ten's hit family entertainment series **I'm A Celebrity...Get Me Out Of Here!** ended strongly last night, with 1.45 million Australians watching Casey Donovan crowned Queen Of The Jungle.

The Winner Announced segment, which saw Casey take the crown ahead of runner-up Dane Swan, peaked at 1.62 million viewers nationally.

Across the capital cities, **The Winner Announced** drew 1.1 million viewers (up 4% on 2016) and peaked at 1.19 million, ranking #1 in its timeslot among people 25 to 54 and under 55.

The first part of last night's spectacular conclusion, **Grand Finale Part 2**, had 1.36 million viewers nationally. In the capital cities alone, 1 million viewers tuned into **Grand Finale Part 2** – up 38% on last year – with a peak audience of 1.18 million.

On social media, **I'm A Celebrity...Get Me Out of Here!** was the number one program on Facebook and Twitter last night. **#ImACelebrityAU** trended at #1 on Twitter nationally last night.

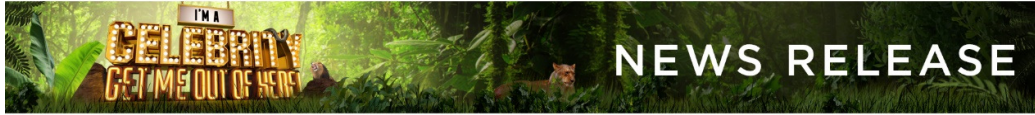
Across its six-week run, **I'm A Celebrity...Get Me Out Of Here!** had an average national audience of 1.2 million, up 9% on its 2016 average. It reached 13 million people, including 9.1 million in the capital cities.

The series' average capital city television audience was 851,000, up 9% on 2016.

I'm A Celebrity...Get Me Out Of Here!'s total average capital city audience – that is, covering overnight television ratings (up to last night), television and online catch-up viewing (up to March 6) and television encores – was 974,000, up 8% from 900,000 last year.

Once again, the series was a smash hit online and across social media. On tenplay, Network Ten's online catch-up and live streaming platform, **I'm A Celebrity...Get Me Out Of Here!** had 9.2 million video segment views, an increase of 102% on last year.

The series had an average weekly post reach on Facebook of 7.6 million, up 25% on last year, and reached 2.9 million unique Facebook users. On Twitter, it generated average weekly impressions of 1.17 million.



Network Ten Chief Content Officer, Beverley McGarvey, said: “After increasing its television audience 6% last year, **I’m A Celebrity...Get Me Out Of Here!** has achieved even stronger growth of 9% on television this year and recorded extraordinary increases online and on social media.

“The series is a true multi-platform success, engaging with Australians across every screen and creating conversations and headlines every time it goes to air.

“Our thanks go to our viewers, our talented and dedicated co-hosts Julia Morris and Dr Chris Brown, and the 14 celebrities who gave us some amazing television moments and wonderful memories: Ash Pollard, Carson Kressley, Casey Donovan, Dane Swan, Jay Laga’aia, Keira Maguire, Kris Smith, Lisa Curry, Natalie Bassingthwaite, Nazeem Hussain, Steve Price, Tegan Martin, Tom Arnold and Tziporah Malkah,” she said.

“Thank you also to all our sponsors, our production partner ITV Studios Australia, Network Ten’s Head of Entertainment and Factual Programming, Stephen Tate, and everyone at Ten and ITV in Australia and South Africa who made this great show possible.”

I’M A CELEBRITY...GET ME OUT OF HERE! 2017:

- **The Winner Announced, National:** 1.45 million television viewers.
- **The Winner Announced, Capital Cities:** 1.1 million television viewers.
- **The Winner Announced, Capital Cities:** Up 4% on 2016.
- **The Winner Announced, Capital Cities:** 37.3% commercial share in people 25 to 54, 39.1% share in under 55s, 35.1% share in total people.
- **Grand Finale Part 2, National:** 1.36 million television viewers.
- **Grand Finale Part 2, National:** Up 27% on 2016.
- **Grand Finale Part 2, Capital Cities:** 1 million television viewers.
- **Grand Finale Part 2, Capital Cities:** Up 38% on 2016.
- **Grand Finale Part 2, Capital Cities:** 29.5% commercial share in people 25 to 54, 30.9% share in under 55s, 27.1% share in total people.

- **Season Average, National:** 1.2 million television viewers.
- **Season Average, National:** Up 9% on 2016.
- **Season Average, Total Audience, Capital Cities:** 974,000 viewers.
- **Season Average, Capital Cities:** 851,000 television viewers.
- **Season Average, Capital Cities:** Up 9% on 2016.
- **Season Average, Capital Cities:** #2 in its timeslot in under 55s. #1 in Melbourne in under 55s. #2 in Melbourne and Perth in total people.
- **Season Reach:** 9.1 million capital city viewers and 4 million regional viewers.

- **Video Segment Views On www.tenplay.com.au:** 9.21 million, up 102% on 2016.
- **Video Starts On www.tenplay.com.au:** 2.52 million, up 105% on 2016.
- **Video Unique Visitors On www.tenplay.com.au:** 552,000, up 65% on 2016.



- **Facebook:** 7.6 million average weekly post reach, up 25% on 2016 season.
- **Facebook:** 2.9 million unique users reached.
- **Facebook:** 205,500 likes, up 31% from 156,600 when the 2017 series started on 29 January.
- **Twitter:** 1.17 million average weekly impressions since the 2017 series started on 29 January.
- **Instagram:** 5.4 million total impressions.

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Sources: OzTAM, 5 City Metro, Regional TAM, Combined Aggregate markets. Lifts based on Overnight, Weeks 5-11 2017 vs. Weeks 6-12 2016. Adobe Analytics, Nielsen Social Content Ratings, Facebook. Total audience = overnight + seven day TV catch-up + TV encore + seven day online catch-up (VPM). National reach is a Network derived estimate (5 City Metro and Combined Aggregate markets). Reach includes encores on TEN, ONE and ELEVEN.