



25 July 2017

MasterChef Australia Dominates Timeslot. The Winner Announced: 1.82 Million Viewers. #1 In Timeslot In All Age Groups. 2017 Series #1 In Timeslot In 25 To 54s, Under 55s.

The dramatic conclusion to the ninth season of the acclaimed and beloved hit series **MasterChef Australia** saw 1.82 million Australians tune in to TEN and WIN Network last night to watch as Diana Chan was crowned the winner for 2017.

The national audience for **The Winner Announced** episode, in which Diana won the title of Australia's MasterChef for 2017 ahead of Ben Ungermann by just one point, peaked at 1.99 million.

In the capital cities, **The Winner Announced** grabbed 1.31 million viewers and peaked at 1.42 million. It dominated its timeslot, securing a 52.9% commercial share in TEN's key target market of people aged 25 to 54, 52.1% among under 55s and 47.9% in total people.

Earlier last night, **Grand Finale Part 2** attracted 1.56 million viewers nationally and peaked at 1.99 million. (**Grand Finale Part 1** went to air on Sunday night.)

In the capital cities, **Grand Finale Part 2** had 1.12 million viewers and peaked at 1.39 million. It had a 35.4% commercial share in 25 to 54s, 33.2% in under 55s and 31.9% in total people.

Network Ten Chief Content Officer, Beverley McGarvey, said: "As it heads for its 10th season next year – a remarkable achievement for any television series – **MasterChef Australia** remains a powerhouse across all screens and one of the most loved and successful family television shows in the country.

"Last night's conclusion was gripping television and the perfect end to what has been an amazing season. Congratulations to both Diana and Ben for their extraordinary cooking and for everything they achieved this year.

"**MasterChef Australia** was the first reality cooking show on Australian television and it remains the best. The 2017 season produced some unforgettable moments, from the dazzling food presented in the judges' auditions, to Yotam Ottolenghi Week, Japan Week and – of course – last night's stunning episode," she said.

"The success of **MasterChef Australia** is a tribute to the commitment, passion and hard work of a lot of people, including our very talented judges, mentors, guest chefs and



contestants, Ten's Executive Producer Rick Maier, our production partners at Endemol Shine Australia and everyone at Ten.

"We have some very special things planned for season 10 next year and we cannot wait to bring it to all Australians," Ms McGarvey said.

This year, **MasterChef Australia** had a series average of 1.25 million viewers nationally, including 930,000 capital city viewers. It reached 10.47 million capital city viewers and 4.61 million regional viewers.

The series' capital city total audience average – which includes television and online catch-up viewing and television encores – was 1.04 million.

MasterChef Australia ranked #1 in its timeslot across the capital cities in 25 to 54s – with a commercial share of 30.6% – and under 55s (29.5% commercial share), plus #1 in total people in Melbourne (29.4% commercial share) and in Adelaide (25.8% commercial share).

On Network Ten's online catch-up and live streaming service, tenplay, **MasterChef Australia** generated 25.3 million video segment views – up 12% on last year – and 7.4 million video views, up 10%.

On social media, **MasterChef Australia** stands as the most "liked" television show in Australia, with 1.55 million "likes" on Facebook. This year it recorded an average total weekly reach on Facebook of 8.1 million, up 31% on the 2016 series.

Network Ten Executive General Manager, Revenue and Client Partnerships, Rod Prosser, thanked the sponsors who supported **MasterChef Australia** this year.

"**MasterChef Australia** is one of the most engaging and brand-safe television series in the country, and one that consistently delivers great returns for our partners," he said.

"The 2017 season was backed by some of the biggest companies in Australia, including our principal partner Coles, plus Harvey Norman, Devondale, Mondelez International, Cobram Estate and IKEA.

"We were delighted to work with such great businesses – as well as other partners including Swisse Wellness, Qantas, Diageo, SPC, Mazda, Canstar and Reckitt Benckiser – and we thank them for their support and the compelling, innovative ways in which they brought their sponsorships to life," Mr Prosser said.



MASTERCHEF AUSTRALIA 2017.

KEY POINTS:

- ✓ **The Winner Announced, National:** 1.82 million viewers.
- ✓ **The Winner Announced, Capital Cities:** 1.31 million viewers.
- ✓ **The Winner Announced, Capital Cities:** #1 in its timeslot across the capital cities in all age groups.
- ✓ **The Winner Announced, Capital Cities:** 52.9% commercial share in people 25 to 54, 52.1% share in under 55s, 47.9% share in total people.
- ✓ **Grand Finale Part 2, National:** 1.56 million viewers.
- ✓ **Grand Finale Part 2, Capital Cities:** 1.12 million viewers.
- ✓ **Grand Finale Part 2, Capital Cities:** #1 in its timeslot in Melbourne in 25 to 54s; #1 in Perth in 25 to 54s, under 55s and total people; #1 in Adelaide in total people; #2 across the capital cities in all age groups.
- ✓ **Grand Finale Part 2, Capital Cities:** 35.4% commercial share in people 25 to 54, 33.2% share in under 55s, 31.9% share in total people.

- ✓ **Season Average, National:** 1.25 million viewers.
- ✓ **Season Average, Total Audience, Capital Cities:** 1.04 million viewers.
- ✓ **Season Average, Capital Cities:** 930,000 viewers.
- ✓ **Season Average, Capital Cities:** #1 in its timeslot across the capital cities in 25 to 54s and under 55s. #2 in total people. #1 in Melbourne and Adelaide.
- ✓ **Season Reach:** 10.47 million capital city viewers and 4.61 million regional viewers.

- ✓ **Video Segment Views On tenplay:** 25.3 million, up 12% on 2016.
- ✓ **Video Starts On tenplay:** 7.4 million, up 10% on 2016.
- ✓ **Facebook:** 8.1 million average weekly post reach, up 31% on 2016 series.
- ✓ **Facebook:** 1.55 million "likes", up from 1.54 million when the 2017 series started on 1 May.
- ✓ **Instagram:** 222,000 followers, up 9% from 204,000 when the 2017 series started on 1 May.
- ✓ **Instagram:** 26.6 million total impressions.
- ✓ **Twitter:** 14.4 million total impressions.

For more information, please contact:

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Sources: OzTAM, 5 City Metro, Regional TAM, Combined Aggregate Markets. Cumulative reach based on 1 minute consecutive viewing including encores. Series average based on Consolidated 7, excludes Masterclass episodes. Total audience = overnight + seven day TV catch-up + TV encore + seven day online national catch-up (OzTAM VPM). Twitter. Adobe Analytics, Facebook.