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Record Month For tenplay In August. Biggest Ever Online Viewing Numbers.

Significant increases in the online audiences for hit television shows including **The Bachelor Australia**, **Offspring** and **Australian Survivor** saw Network Ten's online catch-up viewing and streaming service tenplay achieve its biggest ever month of video viewing in August.

More than 36.3 million video segment views were recorded on tenplay in just one month, up 37% compared with July this year and up 52% compared with August 2016¹.

Until last month, tenplay's best viewing month was October 2016, when 32.3 million views were achieved.

In August this year, tenplay also attracted 4.37 million total unique visitors, up 14% year-on-year. That number included 2.17 million video unique visitors, up 28%.

From 1 January to 31 August this year, tenplay recorded 175.96 million video segment views, up 30% from the same period in 2016.

The record-breaking results last month were driven by key shows such as **The Bachelor Australia**, **Australian Survivor**, **Have You Been Paying Attention?**, **Offspring** and **Neighbours**.

The Bachelor Australia, for example, had 13.87 million video segment views in August alone, up 41% on the same month in 2016.

This year, the hit TEN series has set new records for seven-day online catch-up viewing. The 24 August episode of **The Bachelor Australia** had an *additional* 154,000 viewers from online catch-up, the biggest increase ever for a single episode of any show on a commercial free-to-air television network².

Network Ten General Manager, Digital, Liz Baldwin, said: "We're thrilled with the results for tenplay, both across video views and our online catch-up viewing results.

"Through connected TVs, our audience can still have that great broadcast experience in their lounge rooms beyond a traditional broadcast window. What hasn't changed is their desire to watch quality programming like **Offspring**, **Australian Survivor** and **The Bachelor Australia**.

¹ Source: Adobe Analytics

² Source: OzTAM

“With continued focus on the user experience, tenplay has cemented its place with our audience. It’s now firmly part of their repertoire when making a decision beyond the broadcast window.

“Tenplay is across 13 platforms and strategically growing on new ones. Our job is to allow people to access our fantastic content where and when they want it,” she said.

tenplay: Biggest Months (Video Segment Views):

Month	Total
August 2017	36,318,308
October 2016	32,316,767
September 2016	29,814,268
July 2017	26,447,118
May 2017	24,637,330

Source: Adobe Analytics

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