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The Bachelorette Smashes Online Catch-Up Records. Biggest Ever Seven Day Online Audience.

The second episode of TEN's hit series **The Bachelorette Australia** has broken the record for the highest seven-day online catch-up audience in Australia, ever.

The 21 September episode attracted an additional 179,000 viewers from online catch-up – the biggest increase ever for a single episode of any show on Australian television. That increase lifted the episode's total seven-day capital-city consolidated audience to 1.27 million, covering television and online viewing.

More viewers than ever before have tuned in to watch this season of **The Bachelorette Australia** starring Sophie Monk, with record audiences watching online through catch-up and live streaming on tenplay.

The first two episodes of **The Bachelorette Australia** now dominate the most watched shows online in Australia, ranking #1 and #3 in the OzTAM seven day VPM ratings (see below).

Network Ten Chief Content Officer, Beverley McGarvey, said: "After just four episodes, **The Bachelorette Australia** with Sophie Monk is a major success on all screens.

"The show's overnight television audience alone is up 44% in total people compared with the first four episodes last year and it ranks #1 in its timeslot in total people, 25 to 54s and under 55s. It dominates social media conversations and engagement every time it is on air.

"**The Bachelorette Australia's** online catch-up viewing on tenplay this year has been extraordinary. So far, the average online catch-up viewing per episode has soared more than 160% compared with 2016. Australia has fallen in love with Sophie Monk and the Bachelors, regardless of what screen they are watching them on," she said.

**OzTAM 7 DAY VPM Rating:**

	Program	Channel	Online Catch-Up Viewing Audience
1	The Bachelorette Australia 2017, Episode 2	TEN	179,000
2	Game Of Thrones 2017, The Dragon And The Wolf	FOXTEL	176,000
3	The Bachelorette Australia 2017, Episode 1	TEN	170,000
4	Peppa Pig, Peppa's Australian Holiday	ABC	160,000
5	The Bachelor Australia 2017, Episode 10	TEN	154,000
6	The Bachelor Australia 2017, Episode 8	TEN	153,000
7	Married At First Sight 2017, Episode 18	NINE	151,000
8	The Bachelor Australia 2017, Episode 14	TEN	151,000
9	The Bachelor Australia 2017, Episode 6	TEN	148,000
10	Married At First Sight 2017, Episode 12	NINE	146,000

Source: OzTAM Video Player Measurement (VPM) 7 Day.

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