

5 February 2018

Big Bash A Big Hit For Network Ten.

BBL Big Final, Session 2: 1.52 million Viewers.

BBL Big Final Average: 1.33 million Viewers.

Season Average: 947,000 Viewers. Record Audience Shares In 25 To 54s And Under 55s.

The coverage of the 2017-18 season of the **KFC Big Bash League** on Network Ten and WIN Network ended strongly yesterday, with 1.52 million Australians watching the Adelaide Strikers triumph over the Hobart Hurricanes in the Big Final.

Network Ten and WIN Network's national audience for the thrilling climax to the season peaked at 1.84 million. In the capital cities alone, the Strikers' victory was watched by 912,000 people across Sessions 1 and 2 and peaked at 1.27 million.

Yesterday's Session 2 captured 1,042,000 capital city television viewers, while Session 1 had 806,000 capital city viewers. Nationally, Session 2 and Session 1 had 1.52 million and 1.19 million viewers respectively.

Session 2 of the Big Final easily won its timeslot, capturing a 36.2% commercial share in total people and a 43.2% share in 25 to 54s.

Yesterday'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 245,000 viewers nationally, peaking at 413,000. In the capital cities, its television audience was 150,000, with a peak of 255,000. Session 2 of the **Rebel Women's Big Bash League** Final had 313,000 viewers, peaking at 413,000.

The Finals of the **KFC Big Bash League** and the **Rebel Women's Big Bash League** marked the conclusion of another highly successful season of BBL action on Network Ten and WIN Network. Across the first five weeks of 2018, Network Ten has achieved its highest ever commercial shares in 25 to 54s.

Across the 2017-18 summer, the **KFC Big Bash League** drew an average national television audience of 947,000. It reached a total of 13.7 million nationally.

In the capital cities alone, the competition averaged 649,000 viewers per game, with an average peak of 893,000.

The 2017-18 season dominated its timeslot, ranking #1 in total people, 25 to 54s and under 55s.

The **KFC Big Bash League** also captured a greater share of the available television audience in key age groups this summer, increasing its commercial share among 25 to 54s from 32.2% to 33.6% and among under 55s from 33.8% to 34.4%. Both share numbers represented all-time highs for the competition.

The average national television audience for Session 2 across the 2017-18 season was 1.05 million, with an average peak of 1.3 million. In the capital cities, Session 2 generated an average audience of 724,000 with an average peak of 866,000.

The **Rebel Women's Big Bash League** also produced strong audience numbers, with an average national audience of 223,000, a peak of 321,000 and an audience reach of 5.7 million.

Network Ten's Chief Executive Officer, Paul Anderson, said: "We are very proud of our coverage of the **KFC Big Bash League** and the **Rebel Women's Big Bash League** and the great audience numbers they generate every summer.

"The success of our coverage reflects the highly successful partnership between Cricket Australia and Network Ten, a partnership that has made both BBL and WBBL must-watch television for many Australians during summer. We look forward to building on that partnership in the years ahead.

"Our thanks go to James Sutherland and his team at Cricket Australia. Thanks also to Network Ten's David Barham and our very talented on-air team and production staff, who work tirelessly to deliver world-class, compelling and highly entertaining cricket to viewers every season," he said.

Cricket Australia's Head of Big Bash, Kim McConnie, said: "The women's and men's Big Bash Leagues have yet again captured the attention of people right across Australia this summer, as we have seen through record attendances and the impressive television audiences that have been drawn to the Network Ten broadcast.

"It was particularly pleasing to see the response from fans to expansion matches we took to regional areas, a sign of the national appeal of the competitions amongst both old and new fans.

"As in previous seasons, the players across both the WBBL and BBL deserve a great deal of credit for the continued popularity of the Big Bash, thanks to their incredible on-field performances and their efforts off the field to promote both competitions. We are also grateful for the efforts of all Big Bash clubs this year in helping to attract fans to their franchises," she said.

"This Big Bash season would not have been as successful without the commitment of Network Ten, whose production across the BBL and WBBL has yet again been exceptional, and we are thankful for their continued support."

Network Ten's Network Executive, BBL, David Barham, said: "Cricket Australia and Network Ten have worked hard to make the **KFC Big Bash League** and the **Rebel Women's Big Bash League** a success – for the fans, the players, the teams and the viewers.

"Over the past five seasons, BBL has become an essential part of the Australian summer, drawing big crowds and big television audiences, and we are delighted to have played a part in that.

"Our presenters and commentators have been fantastic again this season and my thanks goes to Roz Kelly, Adam Gilchrist AM, Ricky Ponting AO, Mark Waugh AM, Damien Fleming, Mark Howard, Lisa Sthalekar, Mel Jones and Andy Maher, plus our special guests Michael Vaughan OBE, Graeme Swann, Andrew Symonds, Darren Lehmann, Brendon McCullum and Kevin Pietersen," he said.

"Thanks also to the Network Ten production team, as well as our sponsors, the BBL clubs, the players, the fans, Cricket Australia and our viewers for a great season."

2017-18 KFC Big Bash League On Network Ten:

National:

- Average game audience, national: 947,000 viewers.
- Audience reach: 13.7 million people.
- Average game audience, national, Session 2: 1.05 million viewers.
- Average game audience, national, Session 1: 876,000 viewers.
- Average game audience, national, Post Game: 482,000 viewers.

Capital Cities:

- Average game audience, capital cities only: 649,000 viewers.
- Audience reach: 9.78 million people.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Average game audience, capital cities only, Session 2: 724,000 viewers.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Average game audience, capital cities only, Session 1: 594,000 viewers.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Average game audience, capital cities only, Post Game: 342,000 viewers.
- #1 in its timeslot in total people.
- Average commercial share, total people, capital cities only: 28.6%.
- Average commercial share, under 55s, capital cities only: 34.4%. Up from 33.8% in 2016-17.
- Average commercial share, 25 to 54s, capital cities only: 33.6%. Up from 32.2% in 2016-17.

Social Media:

- Facebook total reach 7.02 million, up 64% from 2016-17 season.

- Total Facebook Likes up 19% since start of the 2017-18 season.
- Instagram followers on @TenSportTV up 35% from previous season.
- 4.3 million interactions on Facebook, Twitter and Instagram.
- 90% of matches had multiple Top 10 Twitter hashtag and phrase trends in Australia.

2017-18: Highest Rating Games	National Audience, Average	National Audience, Peak
Big Final, Adelaide Strikers vs Hobart Hurricanes, 4 February 2018	1,334,000	1,844,000
Semi Final 1, Perth Scorchers vs Hobart Hurricanes, 1 February 2018	1,178,000	1,670,000
Brisbane Heat vs Melbourne Stars, 20 December 2017	1,173,000	1,619,000
Hobart Hurricanes vs Melbourne Renegades, 21 December 2017	1,136,000	1,508,000
Semi Final 2, Adelaide Strikers vs Melbourne Renegades, 2 February 2018	1,135,000	1,743,000

2017-18 Rebel Women's Big Bash League On Network Ten:

National:

- Average game audience, national: 223,000 viewers.
- Audience reach: 5.7 million people.
- Average game audience, national, Session 2: 273,000 viewers.
- Average game audience, national, Session 1: 189,000 viewers.
- Average game audience, national, Post Game: 248,000 viewers.

Capital Cities:

- Average game audience, capital cities only: 139,000 viewers.
- Audience reach: 3.95 million people.
- #1 in its timeslot in men.
- Average game audience, capital cities only, Session 2: 172,000 viewers.
- #1 in its timeslot in 25 to 54s, under 55s and men.
- Average game audience, capital cities only, Session 1: 117,000 viewers.
- #2 in its timeslot in men.
- Average game audience, capital cities only, Post Game: 158,000 viewers.

For more information, please contact:

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SOURCES: OzTAM, 5 City Metro, Regional TAM, combined aggregate markets. Series average audience excludes Post Game. Commercial share based on capital cities. Consolidated 7 data (excluding week 5 2018 which is Overnight). National reach based on network derived estimate. Facebook. Instagram.