

1 July 2018

TEN Lifts Share In First Half.

2018 Audience Report. Weeks 1 To 26, 2018. Capital Cities Only.

- **TEN Primary Channel Lifts 25 To 54s Share In First Half.**
- **Network Ten 25 To 54s Audience Up 21% Since 1 May.**
- **tenplay Video Segment Views Up 18%.**
- **tenplay Unique Video Visitors Up 22%.**
- **MasterChef Australia, Have You Been Paying Attention?, Gogglebox, Shark Tank + More: #1 In Timeslots In 25 To 54s.**
- **Strong Content Line-Up For Second Half Still To Come.**

Record online catch-up viewing, an increase in the primary TEN channel's share in its key target audience and #1 timeslot placements for many key programs were among the highlights for Network Ten in the first half of the 2018 ratings year, which concluded last night.

In a fiercely competitive first half, the TEN channel lifted its prime time commercial share in its core target market of people 25 to 54.

Since 1 May, Network Ten has seen a 21% jump in its 25 to 54s audience and a lift in its prime time commercial share in 25 to 54s from 24.1% to 28.3% (compared with the previous two months), fuelled by the success of domestic content such as **MasterChef Australia, Have You Been Paying Attention?** and **Shark Tank** and the US hit **Instinct**.

A long list of TEN programs ranked #1 in their timeslots during the first six months of 2018, including **MasterChef Australia, Have You Been Paying Attention?, Shark Tank, Todd Sampson's BodyHack 2.0, TEN Eyewitness News First At Five**, the opening and closing nights of **I'm A Celebrity...Get Me Out Of Here!** and the launch of **Bachelor In Paradise Australia**.

Across the first half, Network Ten accounted for three of the top five Australian reality series in 25 to 54s, three of the top five Australian game shows, six of the top 10 US dramas and 18 of the top 50 non-sport programs.

Network Ten ended the first half of 2018 with a prime time commercial share of 27.8% in 25 to 54s and 27.2% in under 55s.

The success of Network Ten's broadcast channels was replicated at **tenplay**, with the online catch-up and streaming service posting an 18% increase in video segment views during the first half, a 22% lift in video unique visitors and a 112% jump in live stream starts.

Network Ten's 215 social media accounts recorded 14.5 million followers during the first half, up 1% on the previous corresponding period.

The growth of tenplay was driven by strong increases in online catch-up viewing of content such as **MasterChef Australia, Bachelor In Paradise Australia, I'm A Celebrity...Get Me Out Of Here!, NCIS, Gogglebox** and **Shark Tank**.

Network Ten Chief Executive Officer, Paul Anderson, said: "Our strategy of increasing our investment in first-run, local family entertainment content across all delivery platforms – and ensuring TEN is clearly differentiated from our rivals – paid dividends in the first half of 2018.

"We saw good results across the network, including a lift in the TEN channel's share of people 25 to 54. Key domestic TEN content such as **MasterChef Australia, Have You Been Paying Attention?, Shark Tank, The Project, The Sunday Project, Gogglebox** and **The Living Room** continued to win viewers across all platforms and we introduced new local hits such as **Bachelor In Paradise Australia, Show Me The Movie!** and **Hughesy, We Have A Problem**.

"After achieving its biggest ever audience numbers in 2017, **tenplay** has become even stronger this year, while **ten daily** has given us a new and growing presence in the online news and entertainment space," he said.

Network Ten Chief Content Officer, Beverley McGarvey, said the line-up of new, continuing and returning content across the rest of 2018 was the strongest schedule TEN has had in many years.

"**MasterChef Australia, Have You Been Paying Attention?, Shark Tank** and others have given us great results in recent months and we are not taking our foot off the accelerator," she said.

"The second half will see us launch great new local shows such as **Blind Date** with Julia Morris, **Game Of Games** with Grant Denyer, the highly-anticipated **Russell Coight's All Aussie Adventures**, the compelling quiz show **Pointless**, the hot new drama **Playing For Keeps**, the narrative comedies **Street Smart** and **How To Stay Married**, and the heart-warming fly-on-the-wall series **The Secret Life Of 4 Year Olds**.

"Network Ten's long and proud tradition of innovation continues with Pilot Week, an Australian-first. In August, we will run the pilot episodes of eight new Australian shows to test how viewers respond. Pilot Week represents a big and exciting investment in fresh Australian content, and we are very proud to be leading the Australian market with this initiative."

The second half of 2018 will also see myriad continuing and returning shows on TEN, including **Australian Survivor, The Bachelor Australia, The Bachelorette Australia, Have You Been Paying Attention?, The Project, The Sunday Project, Gogglebox, The Living Room, Supercars, Rugby** and new seasons of US shows including **NCIS, NCIS: Los Angeles** and **Bull**.

Network Ten will also introduce a range of new premium content from CBS in the second half of 2018, including **FBI**, the highly-anticipated new drama series from Dick Wolf of **Law & Order** fame.

FIRST HALF 2018 HIGHLIGHTS.

Network Ten (TEN, ELEVEN, ONE).

- Prime time commercial share in 25 to 54s: 27.8%.
- Prime time commercial share in under 55s: 27.2%.
- 21% increase in 25 to 54s audience since 1 May (compared with the previous two months).
- Increase in 25 to 54s commercial share from 24.1% to 28.3% since 1 May (compared with the previous two months).
- #2 in day time in 25 to 54s and women.
- **TEN**: #1 in prime time on Thursdays in 25 to 54s. #2 in prime time on Thursdays in under 55s.

ELEVEN and ONE.

- ELEVEN: #1 multi-channel in day time in its target market of 16 to 39s, #2 in total people.
- **Neighbours**: 174,000 total audience. #1 in its timeslot across the multi-channels in 16 to 39s and total people. #2 regular local series on the multi-channels.
- ONE: #1 multi-channel in day time in its target market of men 25 and older and in total people.
- ELEVEN and ONE: #1 multi-channel combination in day time in 25 to 54s and total people.

Network Ten's Top 20: Total Audience.

Weeks 1 To 26, 2018.

Rank	Program	Overnight	28 Day TV Catch-Up	28 Day Online Catch-Up (VPM)	Total Audience
1	I'M A CELEBRITY...GET ME OUT OF HERE! - OPENING NIGHT	1,249,000	64,000	48,000	1,361,000
2	I'M A CELEBRITY...GET ME OUT OF HERE! - WELCOME TO THE JUNGLE	1,111,000	61,000	48,000	1,220,000
3	MASTERCHEF AUSTRALIA - LAUNCH	890,000	100,000	68,000	1,059,000
4	CRICKET: BIG BASH LEAGUE BIG FINAL - SESSION 2	1,042,000	1,000		1,044,000
5	BACHELOR IN PARADISE - LAUNCH	752,000	95,000	172,000	1,019,000
6	CRICKET: BIG BASH LEAGUE SEMI-FINAL 2 - SESSION 2	991,000	7,000		997,000
7	BACHELOR IN PARADISE - THE PROPOSAL	774,000	74,000	121,000	969,000
8	MASTERCHEF AUSTRALIA	825,000	104,000	59,000	965,000
9	HAVE YOU BEEN PAYING ATTENTION?	812,000	129,000	42,000	961,000
10	I'M A CELEBRITY...GET ME OUT OF HERE! THE WINNER ANNOUNCED	870,000	43,000	20,000	933,000
11	BACHELOR IN PARADISE	672,000	66,000	170,000	908,000

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12	CRICKET: BIG BASH LEAGUE SEMI-FINAL 1 - SESSION 2	866,000	2,000		867,000
13	BACHELOR IN PARADISE GRAND FINALE	661,000	45,000	121,000	827,000
14	CRICKET: BIG BASH LEAGUE BIG FINAL - SESSION 1	806,000	2,000		808,000
15	CRICKET: BIG BASH LEAGUE SEMI-FINAL 1 - SESSION 1	788,000	4,000		792,000
16	GOGGLEBOX	602,000	173,000	15,000	791,000
17	I'M A CELEBRITY...GET ME OUT OF HERE!	654,000	72,000	30,000	757,000
18	I'M A CELEBRITY...GET ME OUT OF HERE! GRAND FINALE PART 2	696,000	39,000	20,000	755,000
19	CRICKET: BIG BASH LEAGUE SEMI-FINAL 2 - SESSION 1	739,000	4,000		743,000
20	CRICKET: BIG BASH LEAGUE SESSION 2	720,000	4,000		724,000

* Includes seven day data for Weeks 22 To 26, 2017.

Commercial Share, Primary Channels, 25 To 54s

6pm to 10.30pm, Weeks 1 To 26, 2018, excluding Olympic and Commonwealth Games.

Channel	2017	2018	Change
TEN	20.4	20.7	+0.3
Nine	24.9	26.0	+1.1
Seven	25.9	25.4	-0.4

tenplay + Social Media.

- 135 million video segment views, up 18% on 2017.
- 6.4 million video unique visitors, up 22% on 2017.
- 2.46 million live stream starts, up 112% on 2017.
- 215 social media channels, with 14.5 million followers.

tenplay.

Weeks 1 To 26, 2018.

	2017	2018	Increase
Video Segment Views	114,682,000	135,099,000	18%
Video Unique Visitors*	5,223,000	6,396,000	22%
Video starts	33,982,000	40,423,000	19%
Live Stream starts	1,163,000	2,461,000	112%

*Unique Visitors – who watched Video

Network Ten's Top 10: Online. BVOD Viewing. Weeks 1 To 26, 2018.

Rank	Program	28 Day BVOD (VPM)
1	BACHELOR IN PARADISE AUSTRALIA	170,000
2	MASTERCHEF AUSTRALIA	59,000
3	INSTINCT	49,000
4	THIS IS US	44,000
5	HAVE YOU BEEN PAYING ATTENTION?	42,000
6	SHARK TANK	32,000
7	I'M A CELEBRITY... GET ME OUT OF HERE!	30,000
8	TODD SAMPSON'S BODYHACK 2.0	27,000
9	NCIS	24,000
10	BULL	23,000

Network Ten's Top 10: Online. Video Segment Views. Weeks 1 To 26, 2018.

Rank	Program	Video views on tenplay
1	BACHELOR IN PARADISE AUSTRALIA	23,684,000
2	MASTERCHEF AUSTRALIA	18,928,000
3	THE BOLD AND THE BEAUTIFUL	14,633,000
4	NEIGHBOURS	12,206,000
5	I'M A CELEBRITY...GET ME OUT OF HERE!	10,006,000
6	THIS IS US	5,808,000
7	SEAL TEAM	2,972,000
8	NCIS	2,568,000
9	HAVE YOU BEEN PAYING ATTENTION?	2,258,000
10	BONDI RESCUE	2,250,000

CONTENT HIGHLIGHTS:

*Total audience covers TV, 28 day TV playback and 28 day BVOD viewing.
Audience growth is based on 28 day total audience. Timeslot placements are based on television audiences only.*

I'm A Celebrity...Get Me Out Of Here!

- Opening Night: 1.36 million total audience.

- #1 in its timeslot in 25 to 54s and under 55s. #2 in its timeslot in total people.
- Welcome To The Jungle: 1.22 million total audience.
- #1 in its timeslot in 25 to 54s and under 55s. #2 in its timeslot in total people.
- Winner Announced: 932,000 total audience.
- #1 in its timeslot in 25 to 54s, under 55s and total people.
- Grand Finale Part 2: 755,000 total audience.
- Series: 757,000 total audience.
- Twenty-eight day BVOD audience: 30,000, up 43% on 2017.
- 10 million video segment views on tenplay, up 2% on 2017.
- Facebook: 5.8 million average weekly post reach.
- Instagram: 1.6 million total impressions, up 77% on 2017.
- Twitter: 2.4 million total impressions, up 72% on 2017.

MasterChef Australia

- Launch: 1.06 million total audience.
- #1 in its timeslot in 25 to 54s and under 55s. #2 in total people.
- Series: 965,000 total audience.
- #1 in its timeslot in 25 to 54s, under 55s and total people.
- Twenty-eight day BVOD audience: 59,000, up 59% on 2017.
- 18.93 million video segment views on tenplay, up 14% on 2017.
- Facebook: 6.5 million average weekly post reach.
- Instagram: 17 million total impressions.
- Twitter: 8.2 million total impressions.

Bachelor In Paradise Australia

- Launch: 1.02 million total audience.
- #1 in its timeslot in 25 to 54s, under 55s and total people.
- The Proposal: 969,000 total audience.
- #1 in its timeslot in under 55s. #2 in 25 to 54s.
- Grand Finale: 827,000 total audience.
- #2 in its timeslot in 25 to 54s.
- Series: 908,000 total audience.
- #1 in its timeslot in women under 55. #2 in 25 to 54s, under 55s and women.
- Lifts TEN's timeslot audience by 119% in 25 to 54s, 119% in under 55s and 90% in total people compared with the same nights in 2017.
- Twenty-eight day BVOD audience: 170,000. The second-biggest for any program on tenplay ever.
- 23.68 million video segment views on tenplay.
- Facebook: 3.5 million average weekly post reach.
- Instagram: 18.9 million total impressions.
- Twitter: 2.4 million total impressions.

Have You Been Paying Attention?

- 961,000 total audience.
- Biggest series audience ever.
- Up 10% on 2017.
- #1 in its timeslot in 25 to 54s, under 55s and total people.
- Twenty-eight day BVOD audience: 42,000, up 40% on 2017.
- 2.26 million video segment views on tenplay.
- Instagram: 1.3 million total impressions.
- Twitter: 1.9 million total impressions.

Gogglebox

- 791,000 total audience.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Twenty-eight day BVOD audience: 15,000, up 36% on 2017.
- 1.18 million video segment views on tenplay, up 18% on 2017.
- Facebook: 1 million average weekly post reach.
- Instagram: 5.1 million total impressions.
- Twitter: 1.9 million total impressions.

Shark Tank

- 657,000 total audience.
- Up 6% on 2017.
- #1 in its timeslot in 25 to 54s, under 55s and total people.
- Twenty-eight day BVOD audience: 32,000, up 39% on 2017.
- 1.41 million video segment views on tenplay, up 369% on 2017.

Instinct

- 605,000 total audience.
- #2 in its timeslot in 25 to 54s and total people.
- Twenty-eight day BVOD audience: 49,000.
- 1.7 million video segment views on tenplay.

Todd Sampson's BodyHack 2.0

- 546,000 total audience.
- #1 in its timeslot in 25 to 54s and under 55s. #2 in total people.
- Lifts TEN's timeslot audience by 36% in 25 to 54s, 35% in under 55s and 11% in total people compared with the same nights in 2017.
- Twenty-eight day BVOD audience: 27,000.

Hughesy, We Have A Problem

- 506,000 total audience.

- Lifts TEN's timeslot audience by 45% in 25 to 54s and 41% in under 55s compared with the same nights in 2017.
- Twenty-eight day BVOD audience: 19,000.
- 2.16 million video segment views on tenplay.

The Project

- 7pm to 7.30pm: 486,000 total audience. #2 in its timeslot in men 25 to 54 and women 25 to 54.
- 6.30pm to 7.30pm: 407,000 total audience.
- 1.59 million video segment views on tenplay.
- Facebook: 4.9 million average weekly post reach.
- Twitter: 1.43 million total impressions.

The Sunday Project

- 7pm to 7.30pm: 410,000 total audience.
- 6.30pm to 7.30pm: 343,000 total audience.
- Up 21% in total people, 18% in 25 to 54s and 16% in under 55s on 2017.

NCIS

- 473,000 total audience.
- Twenty-eight day BVOD audience: 24,000, up 71% on 2017.
- 2.57 million video segment views on tenplay, up 3% on 2017.

The Living Room

- 444,000 total audience.
- #2 in its timeslot in 25 to 54s, under 55s and women.
- 803,000 video segment views on tenplay, up 17% on 2017.
- Facebook: 357,000 average weekly post reach.
- Twitter: 881,000 total impressions.

Show Me The Movie!

- 433,000 total audience.
- Twenty-eight day BVOD audience: 6,000.
- 348,000 video segment views on tenplay.

TEN Eyewitness News First At Five

- 426,000 total audience.
- #1 in its timeslot in 25 to 54s. #2 in total people. #1 in total people in Adelaide.

TEN: SPORT.

Audience growth and timeslot placement statements below are based on TV audiences only.

KFC Big Bash League 2017-18

- Big Final, Session 2: 1.04 million viewers.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Big Final, total: 914,000.
- #1 in its timeslot in 25 to 54s and under 55s.
- Average game audience: 649,000 viewers.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Average game audience, Session 2: 724,000 viewers.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Average game audience, Session 1: 595,000 viewers.
- #1 in its timeslot in total people, 25 to 54s and under 55s.
- Average game audience, Post Game: 344,000 viewers.
- #1 in its timeslot in 25 to 54s and under 55s.

Formula One 2018 Australian Grand Prix

- 668,000 television viewers.
- #1 in its timeslot in 25 to 54s, under 55s and total people.

Hyundai A-League 2017-18

- Grand Final: 193,000 television viewers.
- #1 in its timeslot across the multi-channels in total people, 25 to 54s and men 25 and older.

Top 50 Non-Sport Programs: 25 To 54s.

Weeks 1 To 26, 2018.

28 day consolidated TV audience. Excluding sport.

Rank	Program	Network
1	MARRIED AT FIRST SIGHT -FINALE	Nine
2	MARRIED AT FIRST SIGHT -FINAL DINNER PARTY	Nine
3	ROYAL WEDDING: PRINCE HARRY & MEGHAN-CEREMONY	Seven
4	MARRIED AT FIRST SIGHT -SUN	Nine
5	MARRIED AT FIRST SIGHT -MON	Nine
6	MY KITCHEN RULES-WINNER ANNOUNCED	Seven
7	MARRIED AT FIRST SIGHT -WED	Nine
8	HARRY AND MEGHAN - THE ROYAL WEDDING	Nine
9	I'M A CELEBRITY...GET ME OUT OF HERE! - OPENING NIGHT	TEN

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10	ROYAL WEDDING: PRINCE HARRY & MEGHAN-ARRIVALS	Seven
11	MARRIED AT FIRST SIGHT -TUE	Nine
12	UNDERBELLY FILES: CHOPPER - PART 1	Nine
13	MY KITCHEN RULES-GRAND FINAL	Seven
14	I'M A CELEBRITY...GET ME OUT OF HERE! - WELCOME TO THE JUNGLE	TEN
15	ROYAL WEDDING: PRINCE HARRY & MEGHAN-PROCESSION	Seven
16	MARRIED AT FIRST SIGHT -THU	Nine
17	HAVE YOU BEEN PAYING ATTENTION?	TEN
18	MARRIED AT FIRST SIGHT -LAUNCH	Nine
19	MY KITCHEN RULES - SUN	Seven
20	MY KITCHEN RULES - MON	Seven
21	ROYAL WEDDING: PRINCE HARRY & MEGHAN-COUNTDOWN	Seven
22	MY KITCHEN RULES - TUE	Seven
23	MY KITCHEN RULES - WED	Seven
24	BACHELOR IN PARADISE - THE PROPOSAL	TEN
25	MASTERCHEF AUSTRALIA - LAUNCH	TEN
26	MY KITCHEN RULES - THU	Seven
27	MASTERCHEF AUSTRALIA TUES	TEN
28	THE GOOD DOCTOR-MON	Seven
29	BACHELOR IN PARADISE - LAUNCH	TEN
30	UNDERBELLY FILES: CHOPPER - PART 2	Nine
31	MASTERCHEF AUSTRALIA MON	TEN
32	THE GOOD DOCTOR-TUE	Seven
33	THE VOICE GRAND FINAL - WINNER ANNOUNCED	Nine
34	MASTERCHEF AUSTRALIA THURS	TEN
35	MASTERCHEF AUSTRALIA WED	TEN
36	HARRY AND MEGHAN - THE ROYAL WEDDING -PRE WEDDING SPECIAL	Nine
37	MASTERCHEF AUSTRALIA SUN	TEN
38	BACHELOR IN PARADISE WED	TEN
39	BACHELOR IN PARADISE MON	TEN
40	BACHELOR IN PARADISE TUES	TEN
41	THE VOICE -WED	Nine
42	I'M A CELEBRITY...GET ME OUT OF HERE! THE WINNER ANNOUNCED	TEN
43	BACHELOR IN PARADISE GRAND FINALE	TEN
44	THE VOICE -LAUNCH	Nine
45	THE VOICE -MON	Nine
46	BACHELOR IN PARADISE SUN	TEN

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47	GOGGLEBOX	TEN
48	TRAVEL GUIDES	Nine
49	THE VOICE -SUN	Nine
50	THE VOICE GRAND FINAL	Nine

Top Regular Programs by Genre: 25 To 54s. Weeks 1 To 26, 2018.

28 day consolidated TV audience.

Rank	Top Australian Reality Programs	Network
1	MARRIED AT FIRST SIGHT	Nine
2	MY KITCHEN RULES	Seven
3	MASTERCHEF AUSTRALIA	TEN
4	BACHELOR IN PARADISE	TEN
5	I'M A CELEBRITY...GET ME OUT OF HERE!	TEN
6	THE VOICE	Nine
7	HOUSE RULES	Seven
8	SHARK TANK	TEN
9	FIRST DATES AUSTRALIA	Seven

Rank	Top Game Show Programs	Network
1	HAVE YOU BEEN PAYING ATTENTION?	TEN
2	TALKIN BOUT YOUR GENERATION	Nine
3	SHOW ME THE MOVIE!	TEN
4	THE CHASE AUSTRALIA	Seven
5	FAMILY FEUD	TEN
6	HOT SEAT	Nine
7	ALL STAR FAMILY FEUD	TEN

Rank	Top US Drama Programs	Network
1	THE GOOD DOCTOR	Seven
2	INSTINCT	TEN
3	CRIMINAL MINDS	Seven
4	THE RESIDENT	Seven
5	NCIS	TEN
6	THIS IS US	TEN

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7	LAW & ORDER: SVU	TEN
8	NCIS: LOS ANGELES	TEN
9	SEAL TEAM	TEN
10	GREY'S ANATOMY	Seven

Rank	Top Australian Reality Programs – Winner Announced / Final Decision Programs	Network
1	MARRIED AT FIRST SIGHT -FINAL DINNER PARTY	Nine
2	MY KITCHEN RULES-WINNER ANNOUNCED	Seven
3	BACHELOR IN PARADISE - THE PROPOSAL	TEN
4	THE VOICE GRAND FINAL - WINNER ANNOUNCED	Nine
5	I'M A CELEBRITY...GET ME OUT OF HERE! THE WINNER ANNOUNCED	TEN

Source: Network and primary channel audience and share results based on Weeks 1 to 26 2018, excluding Olympic Games weeks 7-8 and Commonwealth Games weeks 14-15, Consolidated 7 excluding Week 26 which is Overnight. Prime time is 18:00-22:30. Day time is 09:00-18:00 Monday to Friday. Genre ranking tables based on first-run episodes only, excluding Encores and Repeats, Weeks 1 to 26 2018, Consolidated 28 (where available as of July 1 2018). Timeslot lifts based on overnight data, same nights in 2017. Television audiences based on Consolidated 28 data (where available as of July 1). Total Audience data and program lift data based on 28 Day Consolidated data and 28 Day OzTAM VPM data (where available as of July 1). Family Feud audience based on Monday to Friday episodes only. MasterChef Australia series average excludes MasterClass episodes. tenplay information source: Adobe Analytics, 1.1.18 to 28.07.18 vs. same period 2017. Social media information source: Facebook, Twitter, Instagram.