

19 January 2018

TEN Launches New Facebook Series: Edge Of The Jungle. First Ever I'm A Celebrity...Get Me Out Of Here! Online-Only Companion Show.

Network Ten today announced a brand new, online-only companion series for the hit family entertainment sensation **I'm A Celebrity... Get Me Out Of Here!**, which returns to TEN and WIN Network on Sunday, 28 January at 7.30pm.

Sponsored by KFC, **Edge Of The Jungle** will be presented by Scott Tweedie from Network Ten's **The Loop** and will be posted exclusively on Facebook as native video, before becoming available on Ten's online and streaming service, tenplay.

In 2017, audiences could not get enough of seeing what happened to the celebrities once they left the African jungle. Videos of former campmates enjoying their first moments of freedom attracted huge audiences on Facebook, with the show's official Facebook page recording an average weekly post reach of 7.9 million last season, up 29% on 2016.

In 2018, Network Ten will take this engagement to the next level with **Edge Of The Jungle**, giving audiences a behind-the-scenes look at what happens before the celebrities enter the jungle and what they do as soon as they leave.

Each episode of the 10-part series will run for approximately five minutes and promises to be packed with unmissable moments for fans.

Network Ten Head of Marketing and Social Media, Brad Garbutt, said: "Network Ten sees incredible value in producing original social content that gives fans more of the shows they love. **Edge Of The Jungle** offers fans an exclusive look inside the world of our celebrities as they discuss their jungle experiences with Scott.

"**I'm A Celebrity...Get Me Out Of Here!** is live from the South African jungle five nights a week, but there's only so much content we can squeeze into each show. **Edge Of The Jungle** delivers a side to the show that we have never seen before and will be fascinating to watch."

I'm A Celebrity...Get Me Out Of Here!'s series average television audience jumped a healthy 11% in 2017, giving the show its second consecutive year of audience and commercial share growth. Online catch-up viewing of the series soared 91% compared with 2016.

For further information, please contact:

Rob Sharpe, Corporate Communications Manager
P: (02) 9650 1226. M: 0437 928 884.
E: rsharpe@networkten.com.au @Ten_Corporate