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## Record Year For tenplay: Up 20% In 2017. Biggest-Ever Online Audience Numbers.

Huge increases in online audiences for hit TEN shows including **MasterChef Australia**, **The Bachelor Australia**, **The Bachelorette Australia** and **Australian Survivor** saw Network Ten's industry-leading digital catch-up and live streaming service tenplay achieve its biggest-ever year of video viewing in 2017.

Across the 2017 calendar year, tenplay recorded 265 million video segment views, up 20% from 2016. Live stream starts jumped 58% last year, with video unique visitors up 5% and total unique visitors up 2%.

The record-breaking results were also driven by other key shows that grew their online audiences significantly during 2017, including **I'm A Celebrity...Get Me Out Of Here!**, **Have You Been Paying Attention?** and **Neighbours**.

Key tenplay highlights in 2017 include:

- **MasterChef Australia:** 29.2 million video segment views, up 11% on 2016.
- **Neighbours:** 27.6 million video segment views, up 32% on 2016.
- **The Bachelor Australia:** 26.2 million video segment views, up 35%.
- **The Bachelorette Australia:** 20.7 million video segment views, up 64% on 2016.
- **Australian Survivor:** 17.8 million video segment views, up 26% on 2016.
- **I'm A Celebrity...Get Me Out Of Here!:** 9.97 million video segment views, up 101% on 2016.

Network Ten General Manager, Digital, Liz Baldwin, said: "Last year was a great year for tenplay, with growth across web, mobile and lean-back platforms.

"Our success was led by a huge appetite for our programs and we are delighted to have set a few catch-up records, including the largest online audience for any Australian show with **The Bachelorette Australia**.

"We have seen significant growth on our lean-back platforms due to the soaring popularity of consuming content via connected televisions. We have strategically launched on new platforms, including Samsung, Android TV and Telstra TV 2. We will continue to roll out on select new platforms in 2018 to ensure audiences can access our fantastic programming when they want and where they want," she said.



In 2018, Network Ten will expand its digital footprint with the launch of ten daily, a new, standalone, mobile-optimised website that will be rich in short-form video content and offer premium and exclusive entertainment, lifestyle, opinion news and sport content.

Lisa Wilkinson has been appointed to the newly-created role of Executive Editor of ten daily. The new role is in addition to her previously announced position with Network Ten's award-winning news and current affairs program, **The Project**, in a hosting role. She will work alongside **The Project**'s hosts Carrie Bickmore, Waleed Aly and Peter Helliar, as well as hosting **The Sunday Project**.

To register for updates about ten daily, please go to [www.tendaily.com.au](http://www.tendaily.com.au)

### tenplay: Weeks 1 To 52, 2017.

	2016	2017	Increase
<b>Video Segment Views</b>	220,513,000	264,772,000	20%
<b>Video Starts</b>	67,912,000	81,287,000	20%
<b>Total Unique Visitors</b>	29,302,000	29,870,000	2%
<b>Video Unique Visitors*</b>	11,624,000	12,161,000	5%
<b>Live Stream Starts</b>	2,366,000	3,739,000	58%
<b>Time Spent Per Visit</b>	18 minutes, 41 seconds	20 minutes, 12 seconds	14%

### Network Ten's Top 10: Online. Video Segment Views. Weeks 1 To 52, 2017.

Rank	Program	Video views on tenplay	Increase on 2016
1	MASTERCHEF AUSTRALIA	29,206,000	11%
2	NEIGHBOURS	27,605,000	32%
3	THE BACHELOR AUSTRALIA	26,210,000	35%
4	THE BOLD AND THE BEAUTIFUL	21,197,000	7%



5	THE BACHELORETTE AUSTRALIA	20,674,000	64%
6	AUSTRALIAN SURVIVOR	17,766,000	26%
7	OFFSPRING	10,201,000	-9%
8	I'M A CELEBRITY...GET ME OUT OF HERE!	9,968,000	101%
9	HAVE YOU BEEN PAYING ATTENTION?	8,848,000	56%
10	THIS IS US	8,792,000	N/A

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