

# Press Release



Sharing one passion. Sport

## ONE Ratings Wrap-Up For 2009

Australia's No. 1 Sports Channel

OzTAM: Weeks 16 - 48, 2009 (released 29 November 2009)

### Highlights of 2009:

- ONE is the No. 1 sports channel on Australian television, reaching 7.4 million people and over half of all households in our five-city metro markets
- ONE reaches 2.5 million people every week, higher than the combined reach of Fox Sports 1, 2 and 3
- ONE's **Netball** coverage has reached 3.2 million people
- ONE's **Formula One World Championship** coverage has reached 3.1 million people
- ONE's **IPL Cricket** coverage has reached 2.7 million people
- ONE has developed a strong line-up of locally produced sports programs:
  - **Sports Tonight** on ONE has an average audience of 34,000 viewers (with a reach of 117,000)
  - **One Week At A Time** has an average audience of 80,000 viewers (with a reach of 245,000)
  - **Thursday Night Live** has an average audience of 59,000 viewers (with a reach of 337,000)

Source: OzTAM 5 City Metro survey weeks 16-48, 2009.

Audience figures are reported for unique programming content. All simulcast programming (TEN and ONE HD) is reported solely as a combined number shown in TEN's viewing figures. There is no separate ratings data available for ONE HD when programming is simulcast with TEN. Reach figures based on one minute reach.

\*Note: 2009 AFL Grand Final ratings are reported in TEN's viewing figures.

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### General Manager, Sport, David White:

"Since its launch on 26 March, ONE has cemented itself as an important part of Australians' viewing habits. In its first year, ONE has earned its position as Australia's No. 1 sports channel, broadcasting some of 2009's great sporting moments: from Mark Webber's first **Formula One Grand Prix Championship**, to Cadel Evans's victorious ride in the **World Championship Road Race**.

Without a doubt, *the* sporting highlight of 2009 was the **AFL Grand Final** match-up between Geelong and St Kilda. Broadcast on TEN and ONE, the **Grand Final** was watched by 2.88 million people and is Australia's most-watched sports event of the year.\*

In 2010, fans can look forward to even more sports action on ONE with the **Formula One Grand Prix**, the **IPL Cricket** tournament, the **UCI World Cycling Championship**, five weekly games of the **ANZ Netball Championship** and the **MotoGP**, which for the first time will be live and exclusive to ONE. 2010 will also see the return of our favourite locally-produced sports shows including the superb **One Week At A Time** and **Thursday Night Live**, as well as a nightly dose of **Sports Tonight**.

In 2010, Network Ten also has the year's biggest sporting event on Australian television with the **2010 Commonwealth Games** live from Delhi. Over 12 exciting days TEN and ONE will broadcast more than 30 sporting events, as well as live coverage of the opening and closing ceremonies.

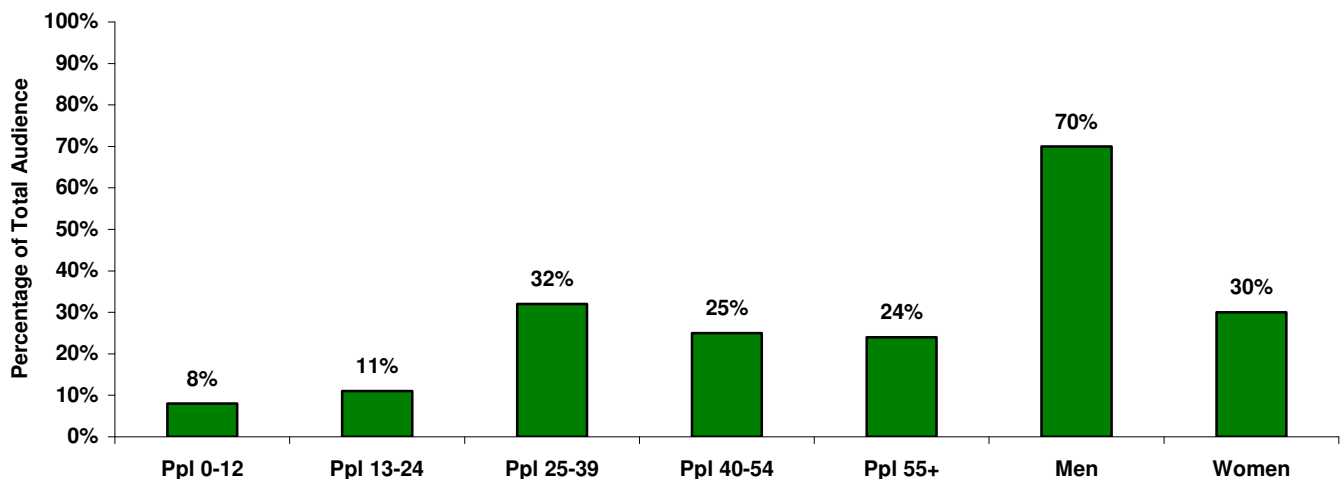
ONE is in a strong position with these returning favourites and some exciting new events joining our line up, setting ONE on a course for further growth in 2010."



**ONE's Top 20 Programs (Total People):**

Rank	Program	Average Audience
1	THE 2009 GRAND FINAL POST MATCH REVIEW AND CELEBRATIONS	208,000
2	FIA FORMULA ONE WORLD CHAMPIONSHIP 2009	149,000
3	FIA FORMULA ONE WORLD CHAMPIONSHIP 2009 - POST-RACE	119,000
4	2009 MOTOGP: PHILLIP ISLAND - DAY 2 POST-RACE	113,000
5	780 THE FORMULA 1 EXPERIENCE	111,000
6	MARCOS AMBROSE: STANDING OUT	108,000
7	CHAMPIONS LEAGUE TWENTY20 CRICKET 2009 - FINAL REPLAY	105,000
8	FIA FORMULA ONE WORLD CHAMPIONSHIP 2009 - PRE-RACE	97,000
9	MOTORSPORT: LE MANS 24 HOUR FINAL STAGES LIVE	92,000
10	ONE WEEK AT A TIME - GRAND FINAL EDITION	89,000
11	ONE WEEK AT A TIME	80,000
12	CHAMPIONS LEAGUE TWENTY20 CRICKET 2009 LIVE	73,000
13	UFC WIRED	72,000
14	SUPERBOXER	69,000
15	FIA FORMULA ONE WORLD CHAMPIONSHIP 2009 - QUALIFIER	67,000
16	TOP MOMENTS OF THE NBA SEASON	65,000
17	MOTORSPORT: LE MANS 24 HOUR MORNING SESSION LIVE	60,000
18	NAB RISING STAR AWARD	60,000
19	THURSDAY NIGHT LIVE	59,000
20	IPL TWENTY20 CRICKET 2009 LIVE	58,000

**ONE Audience Profile (All Day)  
Wks 16-48 2009**



Cumulative Reach Percentage by Week  
Wks 16-48 2009 Total People 5 City Metro



- ONE has reached over half of all people and is still growing
- Fox Sports' reach levels off due to lower penetration of Pay TV in metropolitan homes

