

AUSTRALIA EATS UP A NEW SERVING OF MASTERCHEF AUDIENCE PEAKS AT 2.11 MILLION VIEWERS

20 April 2010

Last night, the highly anticipated series return of **MasterChef Australia** delivered TEN its best Monday night audience of the year and its highest rating program of the year. TEN won Monday night prime-time in all key demographics: 18-49 (41.0% Primary 3-station CSHR), 16-39 (44.6% Primary 3-station CSHR), 25-54 (39.4% Primary 3-station CSHR) and total people (34.6% Primary 3-station CSHR).

A peak audience of 2.11 million people tuned in to watch George, Gary and Matt put a new batch of MasterChef hopefuls through their paces.

Over 90 minutes (19:32 – 21:09), **MasterChef Australia – Launch** averaged 1.70 million viewers, up 19 per cent on its 2009 debut of 1.43 million viewers. The season two launch was Monday's No. 1 show in all key demographics and total people.

MasterChef Australia – Launch (19:32 – 21:09) Primary 3-station CSHR

5 City Metro	Network 10	Network 9	Network 7
18-49	50.8 %	32.3 %	16.9 %
16-39	52.7 %	30.6 %	16.7 %
25-54	50.7 %	31.9 %	17.4 %
Total People Audience	1.70 m	1.16 m	806 k

Earlier in the evening, **The 7PM Project** dominated its timeslot in all key demographics and had its highest audience of the year with 958,000 viewers.

The 7PM Project (19:01 – 19:32) Primary 3-station CSHR

5 City Metro	Network 10	Network 9	Network 7
18-49	34.4 %	33.6 %	32.1 %
16-39	36.1 %	30.8 %	33.2 %
25-54	34.5 %	34.4 %	31.1 %
Total People Audience	958 k	1.05 m	1.17 m

At 9:00 pm, **Good News Week** dominated its timeslot in all key demographics.

Good News Week (21:09 – 22:42) Primary 3-station CSHR

5 City Metro	Network 10	Network 9	Network 7
18-49	39.9 %	28.1 %	32.0 %
16-39	43.3 %	25.4 %	31.3 %
25-54	36.9 %	29.7 %	33.3 %
Total People Audience	854 k	860 k	811 k

TEN's chief programming officer, David Mott, said: "MasterChef is showing no signs of slowing down. Fans are incredibly passionate about this program and, judging by last night's premiere, this season is shaping up to be another hit with viewers."

"This season, we're bringing back all your favourite MasterChef segments as well as brand new challenges, more delicious recipes and appearances by some of Australia's most talented chefs and restaurateurs. This is a line-up which is sure to appeal to Australia's MasterChef fans," Mr Mott said.

MasterChef Australia airs on TEN at 7:30 pm, Sunday to Friday.

This year, the **MasterChef Australia** website will also give audiences even more opportunities to engage with the program by offering a range of expanded content including full-length catch-up TV episodes, contestant interviews and profiles, fan forums and a recipe section which includes video of contestants' signature dishes.

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Please note: Any reference to or reporting of ratings data in this release must be sourced OzTAM. All figures relate to metro (5 mainland capital cities). All data is based on Overnights (Live + As Live viewing). Prime-time is 18:00 – 22:30.

Program ratings are based on OzTAM preliminary times and are subject to change with confirmed program logs. TEN programs are calculated on confirmed telecast times to the nearest minute. Primary 3-station commercial share is based on Seven, Nine and TEN only.