

## PROOF A SOUFFLE CAN RISE TWICE: NATIONALLY, MASTERCHEF AUSTRALIA – THE WINNER ANNOUNCED PEAKS AT 5.74 MILLION VIEWERS

*In Metro Markets, MasterChef Australia – The Winner Announced Peaks at 4.35 Million Viewers*  
*MasterChef Australia – The Winner Announced is Australia's Highest Rating Non-Sporting Event Since OzTAM began*  
*MasterChef Australia - The Winner Announced is Australia's No. 1 show YTD*

26 July 2010

Nationally, a peak audience of 5.74 million viewers tuned in last night to watch Adam Liaw (31), crowned Australia's next MasterChef. In metropolitan markets, **MasterChef Australia – The Winner Announced** peaked at 4.35 million viewers. In regional markets, **MasterChef Australia – The Winner Announced** peaked at 1.39 million viewers.

The Network's Super Sunday line-up delivered TEN its best audience and Primary 3-station commercial share of the year in total people and all key demographics.

Nationally, **MasterChef Australia – The Winner Announced** averaged 5.20 million viewers. In metropolitan markets, **MasterChef Australia - The Winner Announced** averaged 3.96 million viewers, beating politics and dancing to take top spot as Sunday's most watched program. In regional markets, **MasterChef Australia – The Winner Announced** was watched by a further 1.24 million viewers.

In TEN's 5-city metropolitan markets, **MasterChef Australia – The Winner Announced** swept its timeslot in all key demographics and total people (75.2% Primary 3-station CSHR).

### MasterChef Australia – The Winner Announced (21:06 – 21:51) Primary 3-station CSHR

5 City Metro	Network 10	Network 9	Network 7
18-49	<b>82.3%</b>	6.3%	11.3%
16-39	<b>85.0%</b>	5.3%	9.7%
25-54	<b>80.6%</b>	7.4%	12.1%
Total People Audience	<b>3.96 M</b>	457 K	851 K

In the preceding timeslot, the national audience for **MasterChef Australia – Finale Night** peaked at 5.49 million viewers. In metropolitan markets, **MasterChef Australia – Finale Night** peaked at 4.21 million viewers. In regional markets, **MasterChef Australia – Finale Night** peaked at 1.28 million viewers.

Nationally, **MasterChef Australia – Finale Night** averaged 4.63 million viewers. In metropolitan markets, **MasterChef Australia – Finale Night** averaged 3.54 million viewers. In regional markets, **MasterChef Australia – Finale Night** was watched by a further 1.09 million viewers.

In TEN's 5-city metropolitan markets, **MasterChef Australia - Finale Night** dominated its timeslot in all key demographics and total people (66.9% Primary 3-station CSHR).

### MasterChef Australia – Finale Night (19:30 – 21:06) Primary 3-station CSHR

5 City Metro	Network 10	Network 9	Network 7
18-49	<b>74.9%</b>	11.7%	13.3%
16-39	<b>77.0%</b>	11.1%	12.0%
25-54	<b>73.5%</b>	12.3%	14.2%
Total People Audience	<b>3.54 M</b>	714 K	1.04 M

TEN's chief programming officer, David Mott, said: "MasterChef is unlike anything else. There's simply no other show on Australian television which commands such broad and consistently large audiences, six nights a week."

"MasterChef has earned its place as one of Australia's favourite television series with a line-up of diverse contestants, expert judges, some of the most talented local and international guest chefs, dramatic challenges and a healthy serve of appetising food."

"This year, MasterChef has taken us from sausage rolls to macarons, from an army mess tent to Government House and from the MasterChef kitchen to Paris, via London. It's no wonder Australians can't get enough of the show."

"My thanks and congratulations to the Network Ten and FremantleMedia Australia production teams, as well as format owner, Shine Reveille for another great season," Mr Mott said.

Across the season, **MasterChef Australia** has earned its title as Australia's favourite reality series, commanding large audiences with significant year-on-year increases:

- **MasterChef Australia – Challenge** has an average audience of 1.85 million viewers (up 6.7% year on year)
- **MasterChef Australia** has an average audience of 1.93 million viewers (up 26.2% year on year)
- **MasterChef Australia – MasterClass** has an average audience of 1.29 million viewers

Premiering after **MasterChef Australia – The Winner Announced**, new series **Undercover Boss** attracted a peak audience of 2.47 million viewers. The season launch averaged 1.78 million viewers and won its timeslot in all key demographics and total people (63.5% Primary 3-station CSHR).

#### Undercover Boss (21:51 – 22:52) Primary 3-station CSHR

5 City Metro	Network 10	Network 9	Network 7
18-49	<b>72.8%</b>	13.3%	13.9%
16-39	<b>77.0%</b>	11.1%	11.9%
25-54	<b>69.4%</b>	16.1%	14.5%
Total People Audience	<b>1.78 m</b>	524 k	502 k

Contact: Gabrielle Crittenden  
02 9650 1471



**Please note:** Any reference to or reporting of ratings data in this release must be sourced OzTAM. Unless otherwise specified, figures related to metro 5 mainland capital cities). National figures relate to OzTAM 5 cap cities and RegionalTAM 4 agg markets plus Tasmania. 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. Overnights is Live + As Live. Consolidated is Live + As Live + 7 Days Time Shift.

MasterChef Australia figures are based on (2009 data Live only, 2010 Wks 18-29 Consolidated, Wk 30 Overnights). MasterChef Australia (daily show Mon-Thurs 2010, Mon-Fri 2009) – Wks 18-30 2010 v Wks 19-29 2009. MasterChef Australia Challenge – Wks 19-30 2010 v Wks 20-29 2009. MasterChef Australia MasterClass – Wks 18-30 2010

Highest rating non sporting event since OzTAM began based on 31<sup>st</sup> Dec 2000-25<sup>th</sup> July 2010 (2001-2009 data Live only, 2010 Wks 1-29 Consolidated, Wk 30 – Sunday Week 31 Overnights). Highest rating program and TEN's best night for YTD based on Wks 7-Sunday Week 31 2010 Excl Easter (Wks 7-29 Consolidated, Wk 30 – Sunday Week 31, Overnights).