

LOSER AND DANCE: BACK IN 2009 AND RARING TO GO

3 February 2009

The premiere nights of the returning seasons of *The Biggest Loser* and *So You Think You Can Dance Australia* proved TEN is unrivalled as the home of 'big event' TV, striking the right chord with our target audience.

On Sunday night, *The Biggest Loser* attracted a peak audience of 1.7 million viewers. Over one hour, the program averaged 1.2 million viewers. *So You Think You Can Dance Australia* attracted a peak audience of 1.6 million viewers. Over 90 minutes, the program averaged 1.3 million viewers.

This was a remarkable achievement up against two major live sporting events on Sunday night, including a classic final showdown in Australia's grand slam tennis tournament.

Sunday night's success set TEN up for a winning Monday night, taking the night in all key demographics: people 18-49 (39.2% CSHR) people 16-39 (42.2% CSHR) and people 25-54 (39.2% CSHR). TEN had timeslot wins in all key demographics for:

- *The Biggest Loser* – peak audience of 1.2 million
- *So You Think You Can Dance Australia* – peak audience of 1.7 million up against all-new *Two and a Half Men / Big Bang Theory*
- *The Devil Wears Prada* - peak audience of 1.8 million, Monday night's top show in all key demographics.

Monday: The Biggest Loser (19:01-19:33)

5 Metro Markets	Network 10	Network 9	Network 7
CSHR Ppl 18-49	37.5	27.7	34.9
CSHR Ppl 16-39	38.7	26.8	34.4
CSHR Ppl 25-54	36.8	27.9	35.3
Total People 000s	925 k	941k	1.26 m

Monday: So You Think You Can Dance Australia (19:33-20:39)

5 Metro Markets	Network 10	Network 9	Network 7
CSHR Ppl 18-49	37.6	28.8	33.6
CSHR Ppl 16-39	38.8	27.1	34.1
CSHR Ppl 25-54	38.2	30.5	31.3
Total People 000s	1.16 m	1.05m	976k

Monday: The Devil Wears Prada (20:39-22:56)

5 Metro Markets	Network 10	Network 9	Network 7
CSHR Ppl 18-49	45.1	20.3	34.6
CSHR Ppl 16-39	48.4	19.6	32.0
CSHR Ppl 25-54	46.3	20.5	33.1
Total People 000s	1.42 m	627k	1.07 m

TEN's chief programming officer, David Mott, said: "*Loser* has returned with a double whammy. Clearly the new 'couples' format has not only increased the level of jeopardy, it's further increased viewers' level of engagement with the show."

"The appeal for our audience is in the chance to share the personal stories and achievements of contestants striving to improve the quality of their lives – and we wish our couples every success throughout the series."

Commenting on *So You Think You Can Dance*, Mr Mott said: "These superb early results underscore the massive audience appeal of watching such skilled and talented performers."

"It really taps into the vibrant and flourishing contemporary dance culture that's proven irresistible to our audience."

Please note: Any reference to or reporting of ratings data in this release must be sourced OzTAM. Top programs based on OzTAM preliminary times and subject to change with confirmed program logs. TEN program ratings calculated on exact telecast times.

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