

THE CREAM RISES TO THE TOP MASTERCHEF AUSTRALIA: THE WINNER ANNOUNCED PEAKS AT 4.11 MILLION

MasterChef Australia: The Winner Announced is Australia's No.1 show YTD
MasterChef Australia: The Winner Announced is TEN's highest rating show since
OzTAM reporting began
Glee Preview: on song with an average audience of 1.13 million viewers
TEN's best night of the year in audience and share

20 July 2009

Last night's finale of the hugely successful debut season of **MasterChef Australia** and the premiere of the new US series, **Glee** gave TEN its best night of the year in audience and share.

A peak audience of 4.11 million viewers tuned in to watch Central Coast mum, Julie Goodwin, named Australia's first MasterChef.

MasterChef Australia: The Winner Announced averaged 3.72 million viewers and was easily the No. 1 show of the night, with more than 70 per cent of all people watching commercial television between 21:00 and 21:39 tuned into TEN.

MasterChef Australia – The Winner Announced swept its timeslot in all key demographics and total people.

MasterChef Australia: The Winner Announced (21:00 – 21:39)

	Viewers			Metro Commercial Share		
	Network 7	Network 9	Network 10	Network 7	Network 9	Network 10
People 18-49	351,000	236,000	2.04 m	13.3%	9.0%	77.7%
People 16-39	229,000	142,000	1.50 m	12.2%	7.6%	80.1%
People 25-54	356,000	269,000	2.02 m	13.5%	10.2%	76.3%
Total People	818,000	462,000	3.72 m	16.4%	9.2%	74.4%

In the preceding timeslot, **MasterChef Australia: Finale Night** peaked at 3.85 million viewers. The **Finale Night** audience averaged 3.29 million viewers and dominated its timeslot in total people and all key demographics.

MasterChef Australia: Finale Night (19:30 – 21:00)

	Viewers			Metro Commercial Share		
	Network 7	Network 9	Network 10	Network 7	Network 9	Network 10
People 18-49	337,000	371,000	1.73 m	13.8%	15.2%	71.0%
People 16-39	230,000	210,000	1.27 m	13.5%	12.3%	74.2%
People 25-54	365,000	399,000	1.73 m	14.6%	16.0%	69.4%
Total People	1.03 m	809,000	3.29 m	20.0%	15.8%	64.2%

TEN's chief programming officer, David Mott, said: "The success of **MasterChef Australia** proves there really is nothing quite like good food to bring people together."

"Across the season, **MasterChef Australia** has delivered large audiences for TEN, with Sunday's Challenge and the daily show consistently commanding a broad viewing audience, as well as an extensive on-line following," Mr Mott said.

MasterChef Australia – Challenge Season Averages (Wks 20-29 2009)

	Viewers			Metro Commercial Share		
	Network 7	Network 9	Network 10	Network 7	Network 9	Network 10
People 18-49	442,000	554,000	950,000	22.7%	28.4%	48.8%
People 16-39	278,000	336,000	661,000	21.8%	26.3%	51.9%
People 25-54	482,000	592,000	977,000	23.5%	28.9%	47.6%
Total People	1,176,000	1,260,000	1,736,000	28.2%	30.2%	41.6%

MasterChef Australia (daily show) Season Averages (Wks 19-29 2009)

	Viewers			Metro Commercial Share		
	Network 7	Network 9	Network 10	Network 7	Network 9	Network 10
People 18-49	460,000	456,000	809,000	26.7%	26.4%	46.9%
People 16-39	289,000	292,000	571,000	25.1%	25.3%	49.6%
People 25-54	471,000	485,000	823,000	26.5%	27.3%	46.3%
Total People	1,123,000	1,087,000	1,529,000	30.0%	29.1%	40.9%

MasterChef Australia delivered an outstanding digital experience for the show's millions of fans, with the official website providing a popular way for fans to expand their engagement with the show through catch-up TV, celebrity chef interviews, interactive food trivia quizzes, fan forums, a hugely popular recipe archive and exclusive on-line cooking demonstrations with judge and contestant mentor, George Calombaris.

MasterChef Australia Website (www.masterchef.com.au) (23 April - 18 July)*

Average Weekly Unique Browsers	227,750
Average Time Spent browsing (mm:ss)	16:42
Total Page Views	33.9 million
Total Video Views	8.6 million

"We're pleased that a show of this calibre has offered viewers a delicious serve of entertainment, while clearly impacting Australian's shopping, cooking and, of course, eating habits. **MasterChef Australia** has certainly united Australians in their unrelenting passion for food and we're delighted that we have inspired viewers, particularly young people to try their hand in the kitchen," Mr Mott said.

"I would like to thank our producers, FremantleMedia Australia, along with our host, judges and contestants and the TEN team for injecting such high quality production values, and energy into this appealing format. We are already looking forward to Celebrity MasterChef later in the year, as well as the second season of MasterChef in 2010," Mr Mott said.

Earlier in the evening, **Merlin** attracted an average audience of 1.47 million viewers and won its timeslot in total people and all key demographics.

Merlin (18:33 – 19:30)

	Viewers			Metro Commercial Share		
	Network 7	Network 9	Network 10	Network 7	Network 9	Network 10
People 18-49	476,000	554,000	723,000	27.2%	31.6%	41.2%
People 16-39	315,000	338,000	524,000	26.8%	28.7%	44.5%
People 25-54	537,000	595,000	709,000	29.2%	32.3%	38.5%
Total People	1.36 m	1.20 m	1.47 m	33.7%	29.7%	36.6%

TEN's pre-season sneak peek at US comedy musical series **Glee** attracted a peak audience of 2.06 million viewers, an average audience of 1.13 million viewers and won its timeslot in total people and all key demographics.

Glee (21:39 – 22:37)

	Viewers			Metro Commercial Share		
	Network 7	Network 9	Network 10	Network 7	Network 9	Network 10
People 18-49	404,000	424,000	754,000	25.5%	26.8%	47.7%
People 16-39	258,000	283,000	584,000	23.0%	25.2%	51.9%
People 25-54	442,000	464,000	690,000	27.7%	29.1%	43.2%
Total People	925,000	725,000	1.13 m	33.3%	26.1%	40.7%

Mr Mott said: "**Glee** is unlike anything currently on Australian television. This strong preview for **Glee** suggests that, come September, viewers will be back for more of this quirky and uplifting musical comedy."

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Please note: Any reference to or reporting of ratings data in this release must be sourced OzTAM (Week 7 – Sunday of Week 30, 2009, excluding Easter). MasterChef Australia season ran from Monday of Week 18, 2009 – Sunday Week 30, 2009.

TEN program ratings calculated on exact telecast times. Final visitor numbers for the MasterChef Australia website will be available from Tuesday 21 July.

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