








At the half way point of the 2020 OzTAM ratings survey period, Nine is Australia’s undisputed ratings leader.

With Week 20 of the 40-week survey period wrapping overnight, Nine is the No. 1 network with all key demographics and Total People.

Nine’s primary channel also leads all key demographics and Total People.






### FREE-TO-AIR NETWORK SHARES: 2020 RATINGS SURVEY PERIOD

18:00-MN	 Network	 Network	 Network	 Network	 Network
Ppl 25-54	<b>30.01%</b>	26.21%	23.65%	13.21%	6.92%
Ppl 16-39	<b>28.98%</b>	26.58%	25.68%	12.79%	5.97%
GS + Child	<b>30.97%</b>	26.33%	22.14%	14.33%	6.23%
Total Ind.	<b>27.83%</b>	26.50%	18.70%	18.34%	8.62%

Source: OzTAM Metro Total FTA, Survey YTD 09/02/2020 – 11/07/2020 (excl. Easter 05/04 – 18/04), 5 City Metro, Consolidated 28, Total Individuals/P25-54/P16-39/GS+Ch, Nine Network/Seven Network/10 Network/ABC Network/SBS Network, 18:00-23:59:59, Share% [FTA ex spill].



## FREE-TO-AIR PRIMARY CHANNEL SHARES: 2020 RATINGS SURVEY PERIOD

18:00-MN	 Primary CH.	 Primary CH.	 Primary CH.	 Primary CH.	 Primary CH.
Ppl 25-54	21.26%	17.83%	16.86%	7.43%	3.09%
Ppl 16-39	20.81%	17.52%	18.72%	6.67%	2.64%
GS + Child	22.62%	18.87%	16.14%	7.67%	2.90%
Total Ind.	19.54%	18.14%	12.71%	12.98%	5.11%

Source: OzTAM Metro Total FTA, Survey YTD 09/02/2020 – 11/07/2020 (excl. Easter 05/04 – 18/04), 5 City Metro, Consolidated 28, Total Individuals/P25-54/P16-39/GS+Ch, Nine/Seven/10/SBS/ABC, 18:00-23:59:59, Share% [FTA ex spill].

The network's success is driven by a powerhouse schedule of year-round Australian premium content that once again has delivered proven consistency of audience across all advertiser-preferred demographics.

Michael Healy, Director of Television for Nine, said: "In 2020 Nine has consistently delivered the biggest programs on Australian television. Starting with the Australian Open in January and leading into Married at First Sight, LEGO Masters and The Voice, our primetime schedule has been a resounding success with viewers across the country. We thank our highly engaged audience and look forward to continuing to bring them a diverse slate of family viewing content in the months ahead."

Michael Stephenson, Chief Sales Officer for Nine, said: "Our advertisers want scale and consistency. More people are watching Nine across all screens than anybody else. We deliver advertisers a consistency of audience that you simply can't get from anyone else. The best part is we still have a blockbuster schedule to come with *Australian Ninja Warrior*, *The Block*, *Halifax: Retribution* and *NRL* all on air over the coming months. And then we have the *NRL Finals* series and three *State of Origin* games which will create an amazing platform for retailers leading into Christmas."

Nine can lay claim to all ten of the Top Ten highest rating programs on Australian television in 2020.

### TOP 10 PROGRAMS OF 2020 – TOTAL PEOPLE

RANK	PROGRAM	CHANNEL	METRO	REGIONAL	COMBINED
1	2020 AUSTRALIAN OPEN D8 -NIGHT		1,874,000	563,000	2,437,000
2	LEGO MASTERS -WINNER ANNOUNCED		1,692,000	541,000	2,234,000
3	MARRIED AT FIRST SIGHT -FINALE		1,562,000	494,000	2,056,000
4	2020 AUSTRALIAN OPEN D14 -MEN'S FINAL		1,531,000	500,000	2,031,000
5	LEGO MASTERS -LAUNCH		1,479,000	501,000	1,980,000
6	MARRIED AT FIRST SIGHT -THE FINAL DINNER PARTY		1,447,000	472,000	1,918,000
7	LEGO MASTERS -FINALE		1,432,000	452,000	1,884,000
8	LEGO MASTERS -SUN		1,365,000	442,000	1,806,000
9	LEGO MASTERS -MON		1,333,000	440,000	1,774,000
10	MARRIED AT FIRST SIGHT -LAUNCH		1,321,000	388,000	1,709,000



Source: OzTAM (Metro) & Regional TAM (Regional) overnight data (at 10/07/20), 01/01/20- 08/07/2020. FTA primary & multi channels + affils, AUD (ranked on Met+Reg), excludes encore/rpt/(R)/M-, Total People.




In a year unlike any other in living memory, viewers have flocked to our news and current affairs programming. 9News boasts an average nightly audience of 1.3 million – up 12% year-on-year.

A Current Affair is appointment viewing for an average of 1 million viewers each weeknight.

And 60 Minutes, in its 42nd season, is delivering an average of 996,000 viewers every Sunday night.

Our BVOD (Broadcast Video On Demand) viewing figures also continue to soar, with 9Now recording an average monthly unique audience of 3.988 million and a minutes share of 45%, making it the leading commercial free-to-air streaming platform in the country.

## AUSTRALIA'S LEADING BVOD PLATFORM







RANK	PLATFORM	YEAR TO DATE AVERAGE MONTHLY UNIQUE AUDIENCE	YEAR TO DATE MINUTES SHARE
1		3,987,669	45%
2		1,613,508	39%
3		919,425	16%

Source: Nielsen Digital Content Ratings, Monthly Tagged, January - May 2020, Broadcast Media, Text, People 2+, Census.

Source: OzTAM VOD + Live VPM, 1 January - 9 July 2020, Share based on CFTA, Metric: Minutes, Duration: 0+min

9Now also has the most streamed program across all BVOD platforms, with *Married at First Sight* accruing a total more than 816 million VOD minutes streamed – almost three times as much its nearest competitor.

## TOP 10 STREAMED PROGRAMS OF 2020 FREE-TO-AIR BVOD PLATFORMS

RANK	PROGRAM	PLATFORM	TOTAL MINUTES
1	MARRIED AT FIRST SIGHT SEASON 7		816,499,000
2	MASTERCHEF AUSTRALIA		285,688,000
3	LOVE ISLAND UK SEASON 6		265,644,000
4	HOME AND AWAY		200,182,000
5	AUSTRALIAN SURVIVOR		178,626,000
6	BIG BROTHER		169,364,000
7	THE VOICE SEASON 9		143,158,000
8	MY KITCHEN RULES: THE RIVALS		137,862,000
9	KILLING EVE		121,038,000
10	HOUSE RULES: HIGH STAKES		111,109,000

Source: OzTAM VOD VPM, 1 January - 9 July 2020, Metric: Minutes, Duration: 15+min



9Now also takes out the Top 10 live streamed programs year-to-date with the *Australian Open* and *Married at First Sight*.

### TOP 10 LIVE STREAMED PROGRAMS OF 2020 FREE-TO-AIR BVOD PLATFORMS

RANK	PRIMARY DESCRIPTION	SECONDARY DESCRIPTION	BVOD PLATFORM	VPM RATING
1	2020 AUSTRALIAN OPEN D14 -MEN'S FINAL	DAY 14		73,000
2	MARRIED AT FIRST SIGHT -FINALE	EPISODE 36 -REUNION PART 2		62,000
3	2020 AUSTRALIAN OPEN D10 -LATE	DAY 10		56,000
4	MARRIED AT FIRST SIGHT -THE FINAL DINNER PARTY	EPISODE 35 -REUNION PART 1		55,000
5	MARRIED AT FIRST SIGHT -SUN	EPISODE 29		48,000
6	MARRIED AT FIRST SIGHT -SUN	EPISODE 33		47,000
7	MARRIED AT FIRST SIGHT -WED	EPISODE 32		47,000
8	MARRIED AT FIRST SIGHT -MON	EPISODE 30		47,000
9	2020 AUSTRALIAN OPEN D8 -NIGHT	DAY 8		46,000
10	2020 AUSTRALIAN OPEN D11 -NIGHT	DAY 11		45,000

Source: OzTAM VOD VPM, 1 January - 9 July 2020, Metric: Live VPM, Duration: 0+min

Nine's ratings dominance is set to continue in the months ahead.

*The Voice*, now in its ninth season, continues to deliver huge audiences and will reach a peak in the coming week as we head towards its grand finale on Sunday, July 19.

We then showcase the fourth series of *Australian Ninja Warrior*, which is arguably the most family-friendly program on Australian television.

Our final quarter will see the 16<sup>th</sup> series of the mother of all reality programs, *The Block*. The dynamite renovation program sets the benchmark when it comes to delivering for both advertisers and viewers alike.

Also set to air in the coming months is our reboot of a much-loved Australian drama classic, *Halifax: Retribution*.

#### For more information:

Terry Stuart  
 Communications Manager  
 03 9420 3458 / 0407 272 062  
[tstuart@nine.com.au](mailto:tstuart@nine.com.au)

Nic Christensen  
 Head of Corporate Affairs  
 0404 460 607  
[nchristensen@nine.com.au](mailto:nchristensen@nine.com.au)

