



## Nine MEDIA RELEASE

# NINE LEADS THE YEAR WITH BLOCKBUSTER Q4 STILL TO COME

As we approach the final quarter of 2020, Nine is on track to once again win Australia’s television ratings battle.

According to OzTAM ratings data, Nine is the No. 1 network with all key demographics and Total People, across the 2020 calendar year.

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






And with a blockbuster lineup of sports and entertainment still to come, Nine is on track for one of its strongest ever finishes to the year.

Set to air on Nine in the final quarter of the year are the finale of *The Block*, *NRL Grand Final*, *NRL State of Origin Series* and the *2020 ARIA Awards*.

Michael Stephenson Nine’s Chief Sales Officer said: “Nine continues to deliver more people in the demographics that matter to advertisers than anyone else and there is still so much more to come. The combination of The Block together with the NRL final series, the Grand Final and three State of Origin Games will deliver huge audiences as we head towards Christmas.

“For marketers there has never been a better or bigger marketing platform for their end of year and Christmas campaigns.”

### FREE-TO-AIR NETWORK SHARES: 2020 CALENDAR YEAR

18:00-MN	 Network	 Network	 Network	 Network	 Network
Ppl 25-54	29.82%	26.28%	23.56%	13.01%	7.33%
Ppl 16-39	29.00%	26.89%	25.28%	12.58%	6.24%
GS + Child	30.59%	26.29%	22.30%	14.22%	6.60%
Total Ind.	27.86%	26.71%	18.43%	18.06%	8.95%

Source: OzTAM Metro Total FTA, Calendar YTD 01/01/2020 – 12/09/2020, 5 City Metro, Consolidated 28 as at 16/09/2020, 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 CALENDAR YEAR





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18:00-MN	Primary CH.	Primary CH.	Primary CH.	Primary CH.	Primary CH.
Ppl 25-54	<b>20.87%</b>	17.63%	16.55%	7.28%	3.33%
Ppl 16-39	<b>20.55%</b>	17.60%	18.22%	6.53%	2.75%
GS + Child	<b>22.05%</b>	18.60%	16.04%	7.50%	3.17%
Total Ind.	<b>19.50%</b>	18.03%	12.33%	12.72%	5.31%

Source: OzTAM Metro Total FTA, Calendar YTD 01/01/2020 – 12/09/2020, 5 City Metro, Consolidated 28 as at 16/09/2020, Total Individuals/P25-54/P16-39/GS+Ch, Nine/Seven/10/SBS/ABC, 18:00-23:59:59, Share% [FTA ex spill].

Nine of the Top Ten highest rating programs on Australian television in 2020 have been broadcast on Nine.

## 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	MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED		1,592,000	492,000	2,084,000
4	MARRIED AT FIRST SIGHT -FINALE		1,562,000	494,000	2,056,000
5	2020 AUSTRALIAN OPEN D14 -MEN'S FINAL		1,531,000	500,000	2,031,000
6	LEGO MASTERS -LAUNCH		1,479,000	501,000	1,980,000
7	MARRIED AT FIRST SIGHT -THE FINAL DINNER PARTY		1,447,000	472,000	1,918,000
8	LEGO MASTERS -FINALE		1,432,000	452,000	1,884,000
9	LEGO MASTERS -SUN		1,365,000	442,000	1,806,000
10	LEGO MASTERS -MON		1,333,000	440,000	1,774,000

Our BVOD (Broadcast Video On Demand) viewing figures also continue to soar, with 9Now recording an average monthly unique audience of 3.893 million.

9Now also boasts the largest share of BVOD minutes among viewers in the key demographics of People 18-39 and People 25-54.

## BVOD – SHARE OF MINUTES STREAMED BY DEMOGRAPHIC





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BVOD Platform	Ppl 18-39	Ppl 25-54	Ppl 18-39 Min Share	Ppl 25-54 Min Share
7plus	3,035,529,570	4,513,642,261	40%	40%
9NOW	3,295,385,323	4,805,460,022	<b>44%</b>	<b>43%</b>
play	1,188,668,724	1,826,405,182	16%	16%
<b>TOTAL MINS</b>	<b>7,519,583,618</b>	<b>11,145,507,466</b>		

Source: OzTAM VOD + Live VPM, 1 January - 13 September 2020, Share based on CFTA, Metric: Minutes, Duration: 0+min, includes co-viewing on connected TV devices

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