








9NETWORK ENJOYS BEST EVER FIRST QUARTER RATINGS LEAD

At the end of the first quarter of 2021, the 9Network is leading the survey-year-to-date with all key demographics and Total People.

Free-to-air network shares: 2021 survey-year-to-date

18:00-MN					
	Network	Network	Network	Network	Network
Ppl 25-54	33.6%	25%	22.7%	12.3%	6.4%
Ppl 16-39	34.9%	24.7%	23.0%	11.8%	5.5%
GS + Child	33.8%	25%	21.7%	13.4%	6.1%
Total Ind.	30.1%	25.9%	17.5%	18.3%	8.2%

**Survey-year-to-date, Consolidated 28.*

The remarkable figures show that the 9Network is enjoying its second best ever start to the year with the key demographics of People 25-54 and 16-39 since the inception of OzTAM 20 years ago.

Furthermore, the 9Network is enjoying its highest ever first-quarter lead over its nearest competitor with the key demographics of People 25-54 and 16-39. With People 25-54, the 9Network is 8.6 share points ahead of its nearest competitor. And with People 16-39, the margin over its nearest competitor blows out to 10.2 share points.

The 9Network’s unprecedented start to the 2021 ratings survey period kicked off with summer’s No. 1 sport, the **Australian Open**, which dominated viewing across the country for the duration of the tournament. More than 11 million viewers tuned into the two-week broadcast, while 247 million minutes of content was streamed on 9Now, representing a 10% increase on last year’s streaming figures.

The Australian Open once again provided an unparalleled launch for **Married at First Sight**, which has completely dominated primetime viewing across the past four weeks. Now in its eighth season, MAFS is still the biggest show in town with an average of almost two million viewers watching each episode across broadcast television and on 9Now.





Married at First Sight – Cross Platform Audience

MARRIED AT FIRST SIGHT	OVERNIGHT	TIMESHIFT TO7	ENCORE	BVOD (Live + VOD)	TOTAL
SERIES AVERAGE	1,282,000	142,000	161,000	423,000	1,980,000

Source: OzTAM Metro (5CM) & Regional TAM (CAM), 2021, "MARRIED AT FIRST SIGHT" (Nine+Affils), Total People, AUD, consolidated 7 data (at 26/03/21)

Source: OzTAM Live + VOD, Married at First Sight Episode 1 to 20, Rolling Cume to Midnight, 22/2/2021 – 25/3/2021, includes coviewing on connected TV

Under Investigation with Liz Hayes, new to Channel 9’s schedule in 2021, has also proven to be a ratings success with an average cross-platform audience of 998,000 viewers per episode.

Under Investigation – Cross Platform Audience

UNDER INVESTIGATION WITH LIZ HAYES	OVERNIGHT	TIMESHIFT TO7	ENCORE	BVOD (Live + VOD)	TOTAL
SERIES AVERAGE	770,000	76,000	409,000	69,000	998,000

Source: OzTAM Metro (5CM) & Regional TAM (CAM), 2021, "UNDER INVESTIGATION" (Nine+Affils), Total People, AUD, consolidated 7 data (at 26/03/21)

Source: OzTAM Live + VOD, Under Investigation Season 1 Episode 1 to 4, Rolling Cume to Midnight, 1/3/2021 – 25/3/2021, includes coviewing on connected TV

Also new in 2021 is home-grown production **Amazing Grace**. With an average cross-platform audience of 893,000 viewers per episode, the smash hit drama has ranked No. 1 in its timeslot every week it has aired.

Amazing Grace – Cross Platform Audience

AMAZING GRACE	OVERNIGHT	TIMESHIFT TO7	ENCORE	BVOD (Live + VOD)	TOTAL
SERIES AVERAGE	615,000	115,000	108,000	110,000	893,000

Source: OzTAM Metro (5CM) & Regional TAM (CAM), 2021, "AMAZING GRACE" (Nine+Affils), Total People, AUD, consolidated 7 data (at 26/03/21)

Source: OzTAM Live + VOD, Amazing Grace Season 1 Episode 1 to 4, Rolling Cume to Midnight, 3/3/2021 – 25/3/2021, includes coviewing on connected TV





MEDIA RELEASE

Our news and current affairs programming continue to perform strongly, with **9News** leading the survey year to date in the nation's three largest markets of Sydney, Melbourne and Brisbane. **A Current Affair** is leading the competitive 7.00pm timeslot across the 5 City Metro for the survey year to date. While at breakfast, **Today** is leading the 2021 ratings survey period across the capital cities with the key demographics of People 25-54 and 16-39.

Hamish Turner, Nine's Program Director, said: "The powerful combination of the Australian Open, Married at First Sight and a diverse news offering has driven Nine to a dominant position in Q1. Across both the 9Network's linear channels and 9Now, we have seen Married again capture the national conversation in a way no other Australian TV show does. Married will continue its momentum as we move into Easter and beyond with a strong slate of family favourites like LEGO Masters, Ninja Warrior, Celebrity Apprentice, Beauty & The Geek and The Block that will continue to deliver throughout the year.

Michael Stephenson, Nine's Chief Sales Officer, said: "2021 has seen a phenomenal start to the TV ratings years for Nine. Again, Married at First Sight has been a cross platform juggernaut, delivering across linear TV and 9Now with all key demographics. We know we have a trusted and proven content slate and will carry that momentum into Q2 with the MAFS vowel renewals, LEGO Masters and Celebrity Apprentice. As ever, Nine is the clear market leader across total television – be it linear TV or digital."

Key Broadcast Video On Demand Highlights – 2021 survey-year-to-date

Survey year to date, **Nine dominates with a 53% share of minutes against CFTA platforms.** This equates to 2 billion minutes of content being streamed, 63% higher than its nearest competitor

Source: OzTAM Live + VOD VPM, 7 February – 25 March 2021, Share based on CFTA BVOD Platforms, Metric: Minutes, Includes Coviewing on connected TV

Nine holds majority share for key buying demos such as PPL18-39 (57%) and PPL25-54 (56%)

Source: OzTAM Live + VOD VPM, 7 February – 25 March 2021, Share based on CFTA BVOD Platforms, Metric: Minutes, Includes Coviewing on connected TV

Nine records double digit year on year growth in live streaming, up +70% in live minutes

Source: OzTAM Live VPM, 7 February – 25 March 2021 v 9 February – 26 March 2020, 9Now Only, Metric: Minutes, Includes Coviewing on connected TV

MAFS is the #1 catch up program against all CFTA platforms. To date, over 520 million minutes of long form catch-up content has been streamed, 4 times bigger than its nearest competitor (The Amazing Race Australia)

Source: OzTAM VOD VPM, 7 February – 25 March 2021, Top catch up programs ranked against CFTA BVOD Platforms, Metric: Minutes, Includes Coviewing on connected TV

Survey year to date, Nine dominates live streaming with tennis and MAFS, taking out 9 of the top 10 spots against CFTA competitors

Source: OzTAM Live VPM, 7 February – 25 March 2021, Top live programs ranked against CFTA BVOD Platforms, Metric: BVOD Audience, Includes Coviewing on connected TV





2021 CFTA Minutes Share:

Publisher	Minutes Share	Total Audience Minutes
NINE	53%	1,986,649,000
SEVEN	33%	1,221,770,000
TEN	14%	520,295,000

2021 CFTA Demo Minutes Share:

Publisher	18-39	25-54
NINE	57%	56%
SEVEN	30%	31%
TEN	12%	13%

LIVE Streaming Growth:

Publisher	2020	2021	YOY % Growth
NINE	460,453,000	784,896,000	70%
SEVEN	359,225,000	398,364,000	11%
TEN	77,646,000	133,082,000	71%

Top Programs (Catch Up)

Series	Publisher	Minutes
Married at First Sight Season 8	NINE	520,323,000
The Amazing Race Australia	TEN	96,416,000
Home And Away	SEVEN	95,565,000
The Bold and The Beautiful Fast-Tracked	TEN	37,473,000
Oprah With Meghan And Harry	TEN	34,333,000
Forever Season 1	NINE	30,225,000
Holey Moley Australia	SEVEN	30,100,000
9-1-1	SEVEN	27,064,000





MEDIA RELEASE

Neighbours	TEN	25,959,000
Wife Swap Australia	SEVEN	19,666,000

Top Programs (Live)

Series Name	Episode Name	date per day	BVOD Audience
2021 AUSTRALIAN OPEN D14 -MEN'S FINAL	DAY 14	21/02/2021	88,000
MARRIED AT FIRST SIGHT -MON	EPISODE 18	22/03/2021	81,000
OPRAH WITH MEGHAN & HARRY	MEGHAN & HARRY	8/03/2021	80,000
MARRIED AT FIRST SIGHT -SUN	EPISODE 17	21/03/2021	80,000
MARRIED AT FIRST SIGHT -TUE	EPISODE 19	23/03/2021	77,000
MARRIED AT FIRST SIGHT -SUN	EPISODE 13	14/03/2021	72,000
MARRIED AT FIRST SIGHT -MON	EPISODE 14	15/03/2021	70,000
MARRIED AT FIRST SIGHT -WED	EPISODE 16	17/03/2021	68,000
MARRIED AT FIRST SIGHT -WED	EPISODE 20	24/03/2021	68,000
MARRIED AT FIRST SIGHT -TUE	EPISODE 15	16/03/2021	67,000

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