

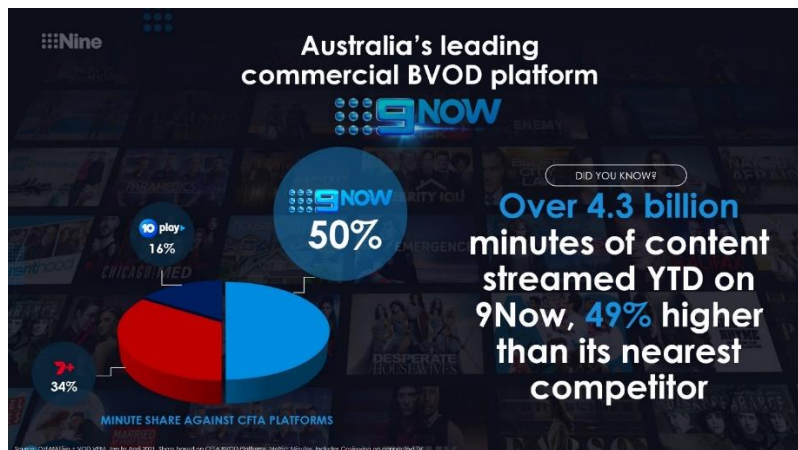


RATINGS SNAPSHOT: 9NOW DOMINATES COMMERCIAL PREMIUM DIGITAL VIDEO MARKET

May 3, 2021

The 9Network's live and on-demand platform 9Now has dominated the first four months of 2021 following the ratings success of *Married at First Sight* and *LEGO Masters*.

As of April 30, 2021, 9Now had recorded a massive 50% share of minutes consumed between January and the end of April among Total People. In the key demographics, 9Now has a 53% share among both 18-39s and 25-54s.



In the live streaming space, 9Now was also the clear dominant platform with a 54% share following the success of the Australian Open. This equates to 1.5 billion live minutes, 61% more than its nearest competitor.

Married at First Sight was also the No.1 on-demand program against all BVOD platforms with more than 880 million minutes of long-form catch-up content streamed, 3.7 times more than its nearest competitor.

So far this year Nine's *Married at First Sight* has eight of the Top 10 in on-demand programs and nine of the Top 10 live BVOD programs, while *LEGO Masters* also continues to perform strongly in the weekly BVOD ratings.

Hamish Turner, Nine's Program Director, said: "9Now has strengthened its position as the clear No.1 in the digital and BVOD market. Nine has a suite of content offerings in the Australian Open, *Married at First Sight* and *LEGO Masters* which have all perform strongly on both linear and digital platforms.



“We continue to see strong growth across the BVOD category and expect our digital momentum to continue throughout the year with *Beauty and The Geek*, *Love Island Australia* and *UK and The Block* still to come, in addition we have created catalogue depth through deals with Warner Brother, NBC and Discovery.”

Nick Young, Nine’s Director of Sales – Publishing and Digital, said: “It has been an extraordinary quarter for 9Now. Brands continue to expand their support of the platform and are increasingly focusing on Total TV – linear and BVOD together – with BVOD being supported through Nine’s unique data offering of more than 10 million signed-in users.”

BVOD by the numbers:

2021 CFTA Minutes Share:

Publisher	Minutes Share	Total Audience Minutes
NINE	50%	4,303,238,000
SEVEN	34%	2,878,849,000
TEN	16%	1,339,731,000

2021 CFTA Demo Minutes Share:

Publisher	18-39	25-54
NINE	53%	53%
SEVEN	32%	33%
TEN	15%	14%

Source: OzTAM Live + VOD VPM, Jan to April 2021, Share based on CFTA BVOD Platforms, Metric: Minutes, Includes Coviewing on connected TV

LIVE Streaming Share:

Publisher	Minutes Share
NINE	54%
SEVEN	33%
TEN	13%

Source: OzTAM Live VPM, Jan to April 2021, Share based on CFTA BVOD Platforms, Metric: Minutes, Includes Coviewing on connected TV



On-Demand shows:

Primary Description	Secondary Description	Publisher	BVOD Audience
FISK - Portrait of a Lady	Series 1 Ep 1	ABC	520,000
MARRIED AT FIRST SIGHT	EPISODE 4	NINE	485,000
MARRIED AT FIRST SIGHT	EPISODE 12	NINE	451,000
MARRIED AT FIRST SIGHT	EPISODE 1	NINE	449,000
MARRIED AT FIRST SIGHT	EPISODE 6	NINE	445,000
MARRIED AT FIRST SIGHT	EPISODE 16	NINE	445,000
MARRIED AT FIRST SIGHT	EPISODE 9	NINE	442,000
MARRIED AT FIRST SIGHT	EPISODE 8	NINE	441,000
MARRIED AT FIRST SIGHT -	EPISODE 2	NINE	436,000
FISK - Cremins of the Day	Series 1 Ep 2	ABC	434,000

Source: OzTAM VOD VPM, Jan to April 2021, Rolling Cume top catch up episodes ranked against FTA BVOD Platforms, Metric: BVOD Audience, Includes Coviewing on connected TV

LIVE Streaming shows:

Primary Description	Secondary Description	Date	BVOD Audience
MARRIED AT FIRST SIGHT -FINALE	EPISODE 32 -REUNION PART 2	18/04/2021	91,284
2021 AUSTRALIAN OPEN D14 -MEN'S FINAL	DAY 14	21/02/2021	88,485
MARRIED AT FIRST SIGHT	EPISODE 18	22/03/2021	81,141
OPRAH WITH MEGHAN & HARRY	OPRAH WITH MEGHAN & HARRY	8/03/2021	80,138
MARRIED AT FIRST SIGHT	EPISODE 17	21/03/2021	79,942
MARRIED AT FIRST SIGHT	EPISODE 22	29/03/2021	78,188
MARRIED AT FIRST SIGHT	EPISODE 19	23/03/2021	77,355
MARRIED AT FIRST SIGHT	EPISODE 13	14/03/2021	72,456
MARRIED AT FIRST SIGHT	EPISODE 21	28/03/2021	72,022
MARRIED AT FIRST SIGHT	EPISODE 14	15/03/2021	70,201

Source: OzTAM Live VPM, Jan to April 2021, Top live episodes ranked against all BVOD Platforms, Metric: Bvod Audience, Includes Coviewing on connected TV

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About Nine

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