



MARRIED AT FIRST SIGHT GROWS TELEVISION AUDIENCES AND BREAKS RECORDS IN DIGITAL

March 22, 2018

Married at First Sight has delivered Nine its best start in several years, dominating the key 7.30pm timeslot and posting significant audience growth across both television and digital.

Across the network share, *Married at First Sight* (MAFS) has given Nine its best ever start to the ratings year among 16-39s and Grocery Buyers, while among 25-54s it is the best start to the year since 2004. Among Total People it is the best start to the year for the network since 2010.

“This season *Married at First Sight* has become the national obsession, emerging as a cross-platform juggernaut that owned the conversation.” said Hamish Turner, Nine’s Program Director. “On linear we’ve seen significant growth in raw numbers year-on-year across all the key demos and even higher multiples in the digital space. We saw increased engagement across every platform driven by the truly great content.”

Last night’s *Married at First Sight* finale drew a national audience of 2.401 million (5 City: 1.753 million / Regional: 648,000), while across the season overnight viewing increased from 1.07 million in 2017 to 1.22 million in 2018 (up 14 per cent) and broadcast video on-demand (BVOD) on 9Now increased from 138,000 in 2017 to 238,000 in 2018 (up 73 per cent).*

Across the key demographics, *Married at First Sight* has delivered significant double-digit growth across people aged 25-54, 16-39s and Grocery Buyer with Child.

Average Audience	P25-54	P16-39	GB + Child	Total Individuals
2017	553,000	335,000	177,000	1,077,000
2018	652,000	400,000	210,000	1,222,000
Change	+18%	+19%	+19%	+14%

Source: Oz TAM Overnight data, 5 City Metro, Channel Nine, *Married at First Sight* Season 4 (aired 30/1/2017 - 3/4/2017) vs *Married at First Sight* Season 5 (aired 29/1/2018 - 21/3/2018), *preliminary numbers for 21/3/2018, Average Audience movement YOY, excl encore and repeats



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In terms of a total cross platform average (across consolidated 28, encore and VPM) audience for *Married at First Sight* had more than 2.389m people tuning in to every episode.

PROGRAM	Consolidated 28	ENCORE	VPM	TOTAL EXPOSURE
Married at First Sight	1,832,000	321,000	236,000	2,389,000

Source: OzTAM+Reg Tam, *Married at First Sight* Season 5 2018, 29/01 - 21/02 C28, 22/02-14/03 C7 and 15/03-21/03 Overnight, Total People, 5 City Metro + Combined Agg Markets, Nine + Nine Content Affiliates. NB: 9Life only aired in Combined Agg Markets exc TAS+WA (no regional 9Life signal in Tas+WA) OzTAM VPM Data; Consolidated 28 Day 2018. VOD and Live VPM.

“*Married at First Sight* is now the dominant player among the ratings year launch formats,” said Turner. “It has led the national conversation and seen off all challengers, in the process delivering fantastic audience growth for Nine.”

Commenting on Nine’s performance across the key demographics, Michael Stephenson, Nine’s Chief Sales Officer, said: “*Married at First Sight* has always been one of the most demographically pure shows on Australian television. Now not only is it continuing to deliver growth in the audiences that matter to advertisers (25-54s, 16-39s and Grocery Buyers), it is also driving phenomenal digital growth on the back of record-breaking OzTAM VPM figures.”

Comparing its pre-Easter performance in 2018 with 2017, Nine has posted clear growth across all the key demographics in both its Primary Channel Share and Network Share.

Primary Channel Share	P25-54	P16-39	GB + Child	Total Individuals
2017	26.8%	26.4%	27.1%	26.4%
2018	30.0%	31.5%	32.2%	28.6%
Change	+3.2	+5.1	+5.1	+2.2

Source: OzTAM Overnight data, 5 City Metro, Channel Nine, Commercial Share point growth YOY, 12/02/2017 - 22/03/2017; 11/02/2018 - 21/03/2018, 1800-2400, 5 City Metro

Network Share	P25-54	P16-39	GB + Child	Total Individuals
2017	38.3%	38.8%	38.8%	37.5%
2018	39.2%	40.3%	41.4%	38.2%
Change	+0.9	+1.6	+2.6	+0.7

Source: Oz TAM Overnight data, 5 City Metro, Nine Network, Commercial Share point growth YOY, 12/02/2017 - 22/03/2017; 11/02/2018 - 21/03/2018, 1800-2400, 5 City Metro.



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Stephenson noted: “At Nine’s 2018 Upfronts in October, we promised another year of strong and consistent audiences across all the key demographics that matter to advertisers, and once again *Married at First Sight* has ensured we started the year on the right note.”

Turner said the 2018 season of *Married at First Sight* has set a new benchmark for success in broadcast video on demand. “With 27 different MAFS episodes delivering over 200,000 and some even reaching the 300,000-average viewer mark there has been a fundamental shift in viewing habits this year,” he said.

“Audience’s engagement on our BVOD platform 9Now is at an all-time high and will only continue to grow.”

On Nielsen’s Social Content Ratings *Married at First Sight* has seen the highest All Series social media activity of any major television program in 2018 with 1.8 million interactions across Facebook, Twitter and Instagram.

“A year ago we were thrilled when a show on 9Now passed the 100,000-viewer mark,” said Turner. “As *Married at First Sight* became must-watch viewing we saw Australians rush to the platform to catch up on the drama and controversies surrounding the dinner parties and commitment ceremonies, with some of these episodes pulling 300,000-plus and completely dominating the social sphere.”

Nine has also seen tremendous results cross-platform, with leading women’s website 9Honey reporting significant growth in *Married*-related content, the most-read stories including the participants’ celebrity transformations and the Dean and Davina cheating scandal.

9Honey’s new TV show, *Talking Married*, also delivered exceptionally strong audiences on 9Life. The finale episode last night broke the record for a program on the multichannel pulling in an overnight audience of 441,000 (5 City: 342,000 / Regional: 99,000). Overall the program drew total average audiences of 200,000 (across consolidated, encore, VPM) to make it among the most watched shows in the multi-channel’s history.

PROGRAM	Consolidated 28	VPM	TOTAL EXPOSURE
Talking Married	262,000	20,000	282,000

Source: Oz TAM + Reg TAM, Consolidated 28 Data (where available as at 22/3/2018). Talking Married 2018, aired 1st February 2018 - March 20, 2018 Total People, 5 City Metro + Combined Agg Markets, Nine + Nine Content Affiliates. NB: 9Life only aired in Combined Agg Markets exc TAS+WA (no regional 9Life signal in Tas+WA) OzTAM VPM Data. All shows run by all-time capturing window 2018.VOD and Live VPM. 1st February 2018 -22nd March 20th 2018



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“*Talking Married* was an experiment conceived between Nine’s programming and lifestyle divisions,” said Helen McCabe, Nine’s Director of Digital Content. “Without a doubt 9Honey has led the coverage surrounding *Married at First Sight* with numerous exclusives and interviews with the experiment’s participants. This has helped to drive a very strong 9Honey audience result with more than 1.786 million Australians logging on in February.”**

“But more broadly, *Talking Married* has highlighted our ability to take the 9Honey brand onto the television screen and build a strong and consistent audience who want behind-the-scenes exclusives, commentary and highlights.”

*Source: OzTAM Overnight data, 5 City Metro, Channel Nine, Total individuals, *Married at First Sight* Season 4 (aired 30/1/2017 - 3/4/2017) vs *Married at First Sight* Season 5 (aired 29/1/2018 -21/3/2018), *preliminary numbers for 21/3/2018, Average Audience movement YOY, excl encore and repeats. OzTAM VPM; Based on Minimum Content Duration 15min+; Rolling Reports 30 Jan – 22 Mar 2018 vs. 29 Jan -3 Apr 2017

**Source: Nielsen Digital Ratings Monthly; Metric: Unique Audience; February 2018

For more information:

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