

NINE GROWS AUDIENCE SHARE IN EVERY KEY DEMOGRAPHIC

Embargo: 6.00pm October 11, 2017

Nine has delivered its most successful slate of programming in recent times, rolling out a succession of family-friendly hit programs across the year.

Since launching 2017 with a supercharged series of *Married at First Sight*, right up until now with *The Block* ranking as Australia's No. 1 program night after night, Nine has entertained Australia like no other network.

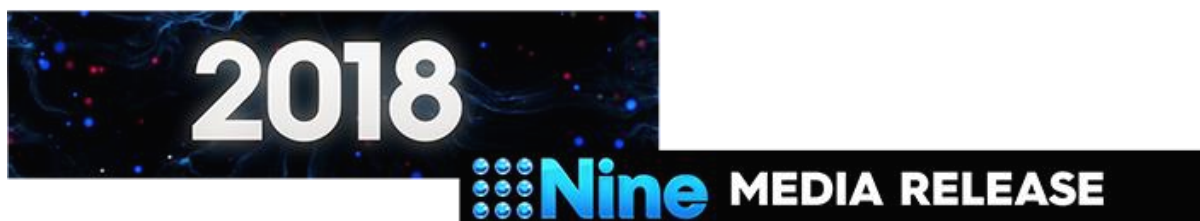
Our year-long lineup of the country's best performing and most consistently rating programs today sees Nine as the No. 1 primary channel across all key demographics and Total People.

Nine has performed strongly both on television and digital video, with its primary television channel having shown considerable share and audience growth in 2017 across all the key demographics, and also total people:

		Year ^{Target}	Ppl 25-54	Ppl 16-39	GB + Child	Total Individuals
Nine Network	COMMERCIAL SHARE	2016	34.8%	33.4%	35.4%	35.3%
		2017	37.8%	36.5%	39.6%	37.9%
		SHARE POINT INCREASE	+2.9	+3.1	+4.2	+2.6
	FREE-TO-AIR SHARE	2016	28.7%	28.0%	29.7%	26.7%
		2017	31.3%	30.7%	32.8%	28.9%
		SHARE POINT INCREASE	+2.6	+2.7	+3.1	+2.2
Nine	COMMERCIAL SHARE	2016	24.1%	22.0%	24.5%	25.1%
		2017	28.1%	26.5%	29.6%	28.1%
		SHARE POINT INCREASE	+4.0	+4.5	+5.1	+3.0
	FREE-TO-AIR SHARE	2016	19.8%	18.5%	20.5%	19.0%
		2017	23.3%	22.3%	24.5%	21.4%
		SHARE POINT INCREASE	+3.4	+3.8	+4.0	+2.4

Source: Oz Tam, Overnight Data, Nine Share% (3 Station Primary) & Share % FTA exc Spill, YOY share movement, Daypart: 1800-2230 & Nine Network Commercial Share % & FTA Share exc spill - YOY share movement,, Weeks 7-40 excluding Easter weeks 13+14 2016 v Weeks 7-40 excluding Easter weeks 15+16. 5 City Metro





“A year ago at the Nine Upfront I spoke about how in 2017 we would look to lift the ratings performance and consistency of our schedule,” Hugh Marks, CEO of Nine, said.

“With more than 2.6 share points of growth in prime time on Channel Nine across all of the key demographics that matter most to you, I feel we have delivered.

“Our entertainment slate is strong and we now have hit shows every quarter. Add this to our audiences for news and sport and Nine offers consistency of audience delivery across the entire year.”

**COMMERCIAL SHARES
PRIMARY CHANNELS**

Variable	Activity	Market					
SHARE % (*) [3 Station Primary Comm.]	Consolidated 28	5 City Metro					
Channel	Day Part group	Day Part	Year\Target	Ppl 25-54	Ppl 16-39	GB + Child	Total Individuals
Nine	6.00pm to midnight		2017	37.9%	36.4%	38.8%	38.0%
Seven	6.00pm to midnight		2017	34.1%	34.1%	33.4%	37.8%
TEN	6.00pm to midnight		2017	28.0%	29.5%	27.9%	24.1%

Source: Oz Tam, Consolidated 28 Data, Nine, Seven, Ten, Share 3 Station Commercial, 12th February 2017 – 10th October 2017 excluding Easter weeks 15+16, Daypart: 1800-2400, 5 City Metro.

**FREE-TO-AIR SHARES
PRIMARY CHANNELS**

Variable	Activity	Market					
SHARE % (*)	Consolidated 28	5 City Metro					
Channel	Day Part group	Day Part	Year\Target	Ppl 25-54	Ppl 16-39	GB + Child	Total Individuals
Nine	6.00pm to midnight		2017	31.9%	31.8%	33.4%	28.7%
Seven	6.00pm to midnight		2017	28.8%	29.8%	28.7%	28.5%
TEN	6.00pm to midnight		2017	23.6%	25.8%	24.0%	18.2%
ABC	6.00pm to midnight		2017	10.2%	8.3%	9.2%	17.2%
SBS	6.00pm to midnight		2017	5.4%	4.4%	4.7%	7.5%

Source: Oz Tam, Consolidated 28 Data, Share % (5 station primary), 12th February 2017 – 10th October 2017 excluding Easter weeks 15+16, 5 City Metro.



2018

Nine MEDIA RELEASE

The year started with a stripped series of *Married at First Sight* which proved to be a smash hit with TV viewers and one of the most highly streamed programs since OzTAM introduced its video player measurement (VPM) system.

Married at First Sight is up considerably year-on-year, in fact by 19 per cent with People 16-39 and by more than 20 per cent with Total People.

Market	Activity						
5 City Metro	Consolidated 28						
		Target	Total Individuals	Ppl 25-54	Ppl 18-49	Ppl 16-39	GB + Child
TV Item	Channel	Year\Variable	AUD	AUD	AUD	AUD	AUD
1	Married at First Sight	2016	993,000	560,000	516,000	321,000	193,000
2		2017	1,193,000	623,000	587,000	382,000	202,000
3		Average Audience YOY performance	20.1%	11.3%	13.9%	19.0%	4.6%

Source: Oz Tam, Consolidated 28 Data, Married at First Sight, Average Audience YOY, 2016 includes season 2 & 3 aired 19/5/2016 – 4/4/2016 * & 29/8/2016 – 13/9/2016 v Series 4 2017 aired 30/1/2017 – 3/4/2017, 5 City Metro.

Nine continued to roll out a succession of top-rating programs including *The Voice*, as well as a slew of brand new formats that all performed exceptionally well, including *Travel Guides*, *True Story with Hamish & Andy* and *This Time Next Year*.

But the breakout hit of 2017 was *Australian Ninja Warrior*, which broke ratings records and holds the title of the No. 1 non-sports program of the year.

Nine's innovative drama slate performed strongly with both *Love Child* and *Doctor Doctor* consistently attracting solid audiences.

The Block, currently on air and celebrating its 13th series, is showing no signs of slowing down, with audiences for this series up by 20 per cent.

Channel	Activity					
Nine	Consolidated 28					
	Market	5 City Metro				
	Target	Total Individuals	Ppl 25-54	Ppl 16-39	Ppl 18-49	GB + Child
TV Item	Year\Variable	AUD	AUD	AUD	AUD	AUD
1	The Block - 2016	1,065,232	545,543	300,159	490,441	176,293
2	The Block - 2017	1,278,071	654,143	370,216	594,813	217,817
3	Average Audience YOY performance	20.0%	19.9%	23.3%	21.3%	23.6%

Source: Oz Tam, Consolidated 28 Data, The Block 2016 Series eps 1-43 aired 21st August 2016 – 2nd November 2016 v The Block 2017 Series eps 1-43 aired 30th July 2017 – 10th October 2017, Average Audience YOY, 5 City Metro.



And Nine's news and current affairs lineup is the strongest in Australia, with *Nine News* once again taking the ratings crown in Sydney, Melbourne and Brisbane.

Nine's audience momentum has also translated in the digital sphere, where Nine has continued to innovate and drive significant audience growth across its various online platforms.

Nine.com.au, including 9news.com.au, remains in the top tier of Australian news websites ranked in July, recording a unique audience of 4.499 million.*

Nine has also seen strong growth across the 9Honey lifestyle network of sites with 1.942 million logging on to its lifestyle websites which include 9Honey News, 9Honey Coach, 9Honey Kitchen, 9Honey Style, 9Honey Homes and 9Honey Travel.*

Meanwhile in the broadcast video on demand (BVOD) space, 2017 was the year where 9Now truly came of age, with an average monthly user base of more than 2 million users and top-rating shows, such as *Married at First Sight*, often pulling unique audiences of more than 100,000 for episodes online.

Online demand and live streaming platform 9Now has also led the Australian market in online video and building its database of Australian users. Sign-ups to the platform have surged to just under 4.5 million and audience growth on the platform is up by 114 per cent, delivering viewers in a premium-brand safe environment.

**Source: Nielsen Digital Ratings Monthly July 2017*

For further information:
Nine Publicity
02 9965 2727

ABOUT NINE.

When it comes to connecting brands with the passions of Australians, there's no other media company like Nine. As the home of Australia's most trusted and loved brands spanning *news*, *lifestyle*, *entertainment* and *sport*, we pride ourselves on creating and curating quality content, accessed by consumers when and how they want. With investments spanning digital and broadcast, we reimagine how Australians are entertained, informed and connect through content each and every day. Nine assets include the Nine Network, Nine Digital, a 50% stake in subscription video-on-demand provider Stan, Yellow Brick Road, CarAdvice, and a strategic partnership with Microsoft.

