



LEGO® MASTERS IS THE BREAKOUT SMASH-HIT NEW TV SERIES OF 2019

May 15, 2019

LEGO® MASTERS has claimed the crown as the smash-hit new show of 2019, with last night's Winner Announced drawing a national audience 2.028 million (5 City: 1.493 million Reg: 535,000) to see Henry and Cade take home \$100,000 and a giant trophy made of LEGO®. The overall *LEGO® MASTERS* finale episode was watched by an average national audience of 1.669m (5 City: 1.249m Reg: 420,000).



Since its premiere two and a half weeks ago *LEGO® MASTERS*, hosted by Hamish Blake, has become a national phenomenon, pulling cross platform national average audiences of more than 2.2 million across its three-week season and bringing together families as the most co-viewed TV entertainment series since *Australian Ninja Warrior* first appeared in 2017.

“LEGO MASTERS has been a breakout hit for Nine. It has captured the imagination of families across the country. LEGO MASTERS embraced the power of creativity, showcasing a world of joy and wonder,” said Hamish Turner, Nine’s Program Director. “The show has usurped our expectations and we are thrilled it has been recommissioned for a second season.”

Earlier this week Nine confirmed that *LEGO® MASTERS* had been recommissioned for a second series.





-2-

LEGO® MASTERS has had strong overnight TV audience as well as substantial audience uplift via consolidated and digital viewing on 9Now. When the consolidated audience and digital viewing is factored in the audience lifts more than 20 per cent.

	Overnight	Time Shift to 7	Encores	VPM	Total Viewing
SERIES AVERAGE	1,543,000	231,000	385,000	91,000	2,250,000

Source: OzTAM Metro Total TV & Regional TAM Regional FTA+WA. Overnight/Timeshift to 7/Consolidated 7 (encores only). "LEGO MASTERS" 28/04/2019-14/05/2019 . Total Individuals, Nine/Nine Content Affiliates/9GO!/GO! 5 City Metro & Combined Agg Markets. AUD & Total AUD (encores)

Source: OzTAM VOD VPM Rolling Cume, 28 April - 14 May 2019, excluding ep9

Source: OzTAM LIVE VPM, 28 April - 14 May, excluding ep9

LEGO® MASTERS has also demonstrated the unique power of television for mass-reach marketing, singlehandedly lifting the retail category for toys, especially LEGO, [with multiple retailers reporting significant sales spikes since the launch of the program on April 28.](#)

Major sponsor Honda, [who commissioned LEGO® MASTERS judge and certified professional Ryan "Brickman" McNaught and his team to build a life-size LEGO Honda Civic Type R,](#) has also reported strong results with the activation being recognised by Honda globally.

"We saw LEGO MASTERS as a show that really aligned with the Honda values of having a challenging spirit and the joy of creating, and I was delighted to watch the show deliver those values in spades," Stephen Collins, Director, Honda Australia

"The impact of this partnership for us was not just contained in Australia, the response we have had globally to the LEGO Civic Type R has been huge."

"Thank you to Nine and Brickman and his team for a great partnership, LEGO MASTERS has been welcomed into the living rooms of many Australian families, and we look forward to seeing what the show inspires for the next generation of innovators."

Nine said LEGO® MASTERS was remarkable for way it has delivered for the brands involved in such a short amount of time.

"LEGO MASTERS is a true demonstration of the unique power of television, the cultural campfire that captivates an audience en masse and inspires them with big ideas from courageous brands," Liana Dubois, Director of Powered, Nine's client solutions division, said.





-3-

“The results speak for themselves, with Honda experiencing strong results and the retail category seeing growth across the board in the both volume and pace of LEGO sales. This show has grown a category, it is remarkable.

“LEGO is a brand which touches us all. For viewers and marketers alike the power of *LEGO MASTERS* has been the inter-generational appeal of its content that engages youngsters through to the grey-haired young at heart and everyone in between.”

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