

MasterChef Australia Website Puts Icing on the Cake

35,739,245 page views

8,960,634 video views

24 July 2009

Network Ten today confirmed that the official website for Australia's number one show of 2009 *MasterChef Australia*, had captured the appeal of the immensely popular show, attracting millions of fans to the site.

The official website masterchef.com.au – a joint initiative of Network Ten and FremantleMedia Enterprises – provided a range of opportunities for viewers and advertisers to increase their involvement with the program through catch-up TV, celebrity chef interviews, interactive food trivia quizzes, fan forums, a hugely popular recipe section and exclusive on-line cooking demonstrations with judge and contestant mentor, George Calombaris.

Key results for masterchef.com.au for season 2009 include:

www.masterchef.com.au (23 April to 21 July)*

Total Page Views	35,739,245
Total Video Views	8,960,634
Average Time Spent Browsing (mm:ss)	16:40
Average Weekly Unique Browsers	232,994
Unique Browsers for July	1,111,863

* Broadcast season 27 April to 19 July 2009

Network Ten's chief digital media officer, Nick Spooner said: "These results for *MasterChef Australia* demonstrate the value of the online environment created for TEN's audience and advertisers. Viewers are going online to extend their viewing experience and advertisers increasingly seek a fully integrated, cross-platform opportunity."

"TEN's online extensions of our great shows have delivered immensely popular websites, including well supported digital extensions of our key brand franchises, that consistently achieve high levels of traffic and user engagement," Mr Spooner said.

"Clearly, the *MasterChef Australia* broadcast program was a massive ratings winner and captured the imagination of Australians. This was reflected in the level of traffic to the website which, in turn, gave *MasterChef* fans more reasons to connect with the show through the additional information, features and exclusive footage available, as well as the chance to share opinions."

FremantleMedia Enterprises (FME) is the brand extension arm of FremantleMedia, which produces the show in Australia. FME vice president, licensing, Ben Liebmann, said: "Without doubt, *MasterChef Australia* is one of television's most exciting brands, a view that has been reinforced by the millions of Australians who embraced the show so enthusiastically in its very first season."

"The rich content and experiences of the official website have provided the show's loyal fans with an amazing opportunity to immerse themselves in the world of *MasterChef Australia* 24 hours a day, seven days a week," Mr Liebmann said.

"A key factor in the success of masterchef.com.au has been the ongoing collaboration between Network Ten and FME in producing a dynamic site and exciting content that has engaged our audience and extended the appeal of the *MasterChef* experience."

Mr Liebmann concluded: "We are looking forward to continuing this highly productive partnership with the upcoming *Celebrity MasterChef*, and across our established sites with Network Ten: *Australian Idol*, *Neighbours* and *The Biggest Loser*."

For more information:

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