

MASTERCHEF AUSTRALIA WEBSITE HAS ALL THE RIGHT INGREDIENTS

Page Views Up 32% year on year

Video Views Up 44% year on year

2 August 2010

Network Ten and FremantleMedia Australia today declared the official MasterChef Australia website (www.masterchef.com.au) a roasting success.

Across the season, MasterChef Australia delivered an outstanding digital experience for the show's millions of fans. The official website, which is a joint initiative of Network Ten and FremantleMedia Enterprises, enjoyed record traffic. Throughout the season, the website was the leading online destination for millions of MasterChef fans:

- Average Monthly Unique Visitors – 1.22 million (up 43% year on year)
- Season Page Views – 48.00 million (up 32% year on year)
- Video Views – 13.10 million (up 44% year on year)
- Video Dwell Times – 21:51 (mm:ss)

In the 12 hours following **MasterChef Australia – The Winner Announced**, the site received 1.20 million page views from fans.

FremantleMedia Enterprises (FME) is the brand extension arm of FremantleMedia Australia, producers of the 2010 season of MasterChef Australia. FME senior vice president, licensing, Ben Liebmann, said: "These results show how much passion there is for the MasterChef brand."

"These days, viewers want their entertainment delivered across a range of platforms. This year, the MasterChef website has delivered in spades, with more fans visiting the site to watch and chat about the show."

Network Ten chief digital media officer, Nick Spooner, said: "The website is integral to building the MasterChef brand. This year, we delivered more content for MasterChef fans including community forums, recipes, photos, blogs and exclusive video captured specifically for the site. This truly interactive, multiple platform experience has proven to be a red-hot success, with more fans than ever before spending time online each and every day," Mr Spooner said.

"Not only does the website provide viewers with opportunities to engage with the show in different ways, but it also offers sponsors the chance to extend their involvement with the program through a range of branded website content," Mr Spooner said.

Official website: www.masterchef.com.au

For more information please contact:

Gabrielle Crittenden

Network Ten, Corporate Communications

T: 02 9650 1471