

THE BIGGEST LOSER: THE WINNER ANNOUNCED TIPS THE SCALES WITH A PEAK AUDIENCE OF 1.80 MILLION VIEWERS

19 April 2010

A peak audience of 1.80 million viewers tuned in last night to watch Lisa Hose (41) win **The Biggest Loser** crown for 2010, giving TEN its best Overnight audience of the year in total people and all key demographics.

Lisa shed 56.2 kilograms (or 46.10% of her body weight) to become Australia's first female winner of **The Biggest Loser**. As the holder of the 'double money' bracelet, Lisa takes home \$370,000 in prize money.

The Biggest Loser: The Winner Announced had an average audience of 1.58 million viewers and easily won its timeslot in all key demographics and total people (57.2% Primary 3-station CSHR).

The Biggest Loser: The Winner Announced (22:10 – 22:48) Primary 3-station CSHR

5 City Metro	Network 10	Network 9	Network 7
18-49	61.5 %	16.6 %	21.8 %
16-39	63.3 %	16.9 %	19.8 %
25-54	58.7 %	18.3 %	22.9 %
Total People Audience	1.58 m	445 k	735 k

In the previous timeslot, **The Biggest Loser: Finale Night** was watched by a peak audience of 1.67 million viewers. Across the 90 minutes (20:39 – 22:10), Finale Night had an average audience of 1.38 million viewers.

Earlier in the evening, the final episode, **The Biggest Loser – The Final Weigh In**, won its timeslot in all key demographics and was watched by 1.11 million viewers, while at 7:30 pm the season finale of **Talkin' 'bout Your Generation** had a peak audience of 1.69 million viewers and an average audience of 1.24 million viewers.

The Biggest Loser: The Final Weigh In (18:30 – 19:31) Primary 3-station CSHR

5 City Metro	Network 10	Network 9	Network 7
18-49	41.8 %	31.0 %	27.2 %
16-39	43.4 %	30.7 %	25.9 %
25-54	39.3 %	31.6 %	29.1 %
Total People Audience	1.11 m	1.03 m	1.18 m

TEN's chief programming officer, David Mott, said: "**The Biggest Loser** is an important part of our 'big-event' TV line-up."

"Over the season, our eight contestant couples lost a total of 880 kilograms. Their extraordinary weight loss and transformation made for compelling television. The 2010 season has once again delivered plenty of inspiration for Australians looking to make their own positive lifestyle changes," Mr Mott said.

The Biggest Loser website has also been extremely popular with viewers, offering fans exclusive video, contestant video diaries and blogs, the Ask An Expert feature, an interactive weight loss challenge and a Heart Health section.

Average weekly unique visitors to **The Biggest Loser** website reached more than 92,697; average time spent online was 11:61 minutes; page views reached 10,012,845 and video views reached 2,445,392.

Mr Mott extended his thanks to the FremantleMedia Australia and TEN production teams for another memorable season. "**The Biggest Loser** is a first-class production, delivered by a team of talented and committed professionals," he said.

"I'd also like to acknowledge the work of Hayley Lewis, Michelle Bridges, Shannan Ponton and The Commando, for their unstinting commitment and contribution to this season of the show," Mr Mott said.

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Please note: Any reference to or reporting of ratings data in this release must be sourced OzTAM. All figures relate to metro (5 mainland capital cities). All data is based on Overnights (Live + As Live viewing). Prime-time is 18:00 – 22:30.

Best audience of the year is based on Weeks 7 – 16, excluding Easter.

Program ratings are based on OzTAM preliminary times and are subject to change with confirmed program logs. TEN programs are calculated on confirmed telecast times to the nearest minute. Primary 3-station commercial share is based on Seven, Nine and TEN only.

The Biggest Loser website statistics are calculated using Omniture. All figures are based on website traffic for Weeks 6 – 15. Final visitor numbers for The Biggest Loser website will be available from 2 May 2010.