

MASTERCHEF AUSTRALIA SERVES UP 1.57 MILLION VIEWERS Peaks at 1.84 million viewers

2 May 2011

Last night, an average audience of 1.57 million viewers welcomed the return of Australia's original and most-loved cooking series, MasterChef Australia.

MasterChef Australia – Launch was Sunday's No. 1 show in all key demographics and total people, easily beating the 53rd TV Week Logie Awards and becoming TEN's top rating program of the year so far.

The combination of **MasterChef Australia – Launch** and **The Biggest Loser Families – Challenge** delivered TEN its best Zone 1 audience for the year in all key demographics and total people. TEN won Sunday night prime-time in 16-39 (31.8%).

Across 90 minutes, **MasterChef Australia – Launch** won its timeslot in all key demographics and total people (35.3%).

MasterChef Australia - Launch (19:34 – 21:08)

| 5 Metro Markets | TEN | Nine | Seven | Total Commercial Digital Channels |
|-----------------------|--------|--------|-------|-----------------------------------|
| 18-49 CSHR | 40.7% | 28.5% | 14.6% | 16.4% |
| 16-39 CSHR | 43.5% | 27.0% | 13.0% | 16.5% |
| 25-54 CSHR | 38.7% | 29.8% | 15.1% | 16.4% |
| Total People Audience | 1.57 M | 1.31 M | 826 K | 745 K |

TEN's chief programming officer, David Mott, said: "MasterChef Australia continues to deliver on all fronts - year after year it serves up entertaining characters, powerful stories, mouth-watering food and phenomenal ratings. Last night's premiere was no exception.

"Season three is shaping up to be the most exciting season yet. The calibre of contestants, the scale of the challenges and the extraordinary skill shown by both our amateur cooks and professional chefs demonstrates exactly why Australians relish MasterChef season," Mr Mott said.

Earlier in the evening the penultimate episode of **The Biggest Loser Families - Challenge** won its timeslot in all key demographics and had an audience of 1.20 million viewers.

The Biggest Loser Families - Challenge (18:32 – 19:34)

| 5 Metro Markets | TEN | Nine | Seven | Total Commercial Digital Channels |
|-----------------------|--------|-------|--------|-----------------------------------|
| 18-49 CSHR | 35.2% | 16.9% | 27.7% | 20.1% |
| 16-39 CSHR | 38.6% | 14.7% | 25.3% | 21.5% |
| 25-54 CSHR | 33.0% | 18.9% | 29.0% | 19.1% |
| Total People Audience | 1.20 M | 886 K | 1.32 M | 812 K |

MasterChef Australia airs on TEN at 7:30 pm, Sunday to Friday.

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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). Data is based on Overnights (Live + As Live viewing). Prime-time is 18:00 – 22:30. TEN programs are calculated on confirmed telecast times to the nearest minute. Commercial share is based on all commercial channels, including digital multi-channels. TEN's YTD top programs and best audience for the year is based on Wk 7- Sun, Wk 19, 2011 (excl Easter), Wks 7-17: Consolidated, Wks 18 – Sun Wk 19 : Overnights.