

The Biggest Loser Families Finale Weighs In With A Healthy 1.68 Million Viewers
Peaks at 1.93 million viewers
TEN's best night of the year in audience and commercial share

3 May 2011

Last night, TEN enjoyed its best audience and commercial share of the year in all key demographics and total people.

The combination of **6.30 with George Negus**, **The 7pm Project**, **MasterChef Australia** and **The Biggest Loser Families Finale** gave TEN its first Monday night prime-time win of the year in all key demographics: 18-49 (40.5%), 16-39 (42.7%), 25-54 (39.4%) and total people (34.0%).

With an audience of 1.68 million viewers (peaking at 1.93 million viewers), **The Biggest Loser Families – Finale Night** was Monday's most watched program in total people and becomes TEN's top rating program for the year, so far.

Across 90 minutes, Finale Night won its timeslot in all key demographics and total people (42.5%).

The Biggest Loser Families – Finale Night (20:35 – 21:58)

5 Metro Markets	TEN	Nine	Seven	Total Commercial Digital Channels
18-49 CSHR	50.0%	13.1%	13.9%	23.1%
16-39 CSHR	52.2%	9.3%	12.5%	25.9%
25-54 CSHR	48.5%	15.3%	14.1%	22.2%
Total People Audience	1.68 M	688 K	632 K	959 K

Later in the evening, an average audience of 1.58 million viewers tuned in to watch Emma Duncan (25) take home the 2011 title of Australia's Biggest Loser. **The Biggest Loser Families – The Winner Announced** easily won its timeslot in every key demographic and total people (49.4%).

The Biggest Loser Families – The Winner Announced (21:58 – 22:40)

5 Metro Markets	TEN	Nine	Seven	Total Commercial Digital Channels
18-49 CSHR	55.7%	13.1%	11.9%	19.3%
16-39 CSHR	58.5%	9.3%	10.9%	21.3%
25-54 CSHR	54.9%	14.4%	12.3%	18.4%
Total People Audience	1.58 M	556 k	447 k	616 K

TEN's chief programming officer, David Mott, said: "This season of The Biggest Loser Families has been an outstanding success, commanding strong audiences with TEN's target 18-49 audience. With year-on-year audience up 26% right across the season, it's clear that the 'families' format resonated strongly with audiences."

The Biggest Loser Families – Season Averages

5 Metro Markets	Weigh-In & Elimination (Sunday)	Temptation (Wednesday)	Contest (Thursday)	Challenge (Friday)
18-49 CSHR	36.3%	27.0%	33.3%	31.7%
16-39 CSHR	39.1%	28.1%	33.6%	33.7%
25-54 CSHR	34.3%	26.3%	32.6%	30.9%
Total People Audience	1.06 M	985 K	1.05 M	886 K

Earlier in the evening, **6.30 with George Negus** drew its highest audience of the year with 631,000 viewers and drew a further 578,000 viewers during the late night encore.

The 7pm Project also had its best audience of the year with 1.10 million viewers, dominating its timeslot in all key demographics against Seven's **Home and Away** and Nine's **The Big Bang Theory Rpt.**

The second instalment of **MasterChef Australia** was watched by 1.66 million viewers, easily winning its timeslot in all key demographics and total people (37.2%).

MasterChef Australia – Top 50 Monday (19:33 – 20:35)

5 Metro Markets	TEN	Nine	Seven	Total Commercial Digital Channels
18-49 CSHR	42.2%	20.4%	25.6%	11.8%
16-39 CSHR	42.8%	18.5%	25.4%	13.1%
25-54 CSHR	41.4%	21.6%	25.7%	11.3%
Total People Audience	1.66 M	836 K	1.14 M	817 K

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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.

2011 series averages are based on Wks 7-18, 2011 (excluding Easter). Audience gains are based on Wks 6-17, 2010 v Wks 6-19, 2011 (excluding Easter); 2010 and Wk 6-Sun of Wk 18, 2011: Consolidated. Mon of Wk 18 – Mon of Wk 19, 2011: Overnights.

TEN's YTD best audience and top program for the year is based on Wk 7 – Monday, Week 19, 2011 (excl Easter). Wks 7-Sun Wk 18: Consolidated; Mon Wk 18 – Mon Wk 19: Overnights.