

## NETWORK TEN'S AFL GRAND FINAL IS THE TOP RATING SPORTS EVENT OF 2011

- #1 program of the year in Melbourne and Perth

2 October 2011

Network Ten's coverage of yesterday's **2011 AFL Grand Final: Collingwood v Geelong**, live from the MCG, drew an average audience of 2.63 million viewers, making it the most-watched sporting event of the year.

From bounce to siren, a peak audience of 3.20 million viewers tuned in to watch Geelong triumph over Collingwood.

Eight out of ten people (84.5% CSHR) watching commercial television during the timeslot, were tuned in to TEN's AFL Grand Final coverage.

### 2011 AFL Grand Final: Collingwood v Geelong (14:24 – 17:27)

	Commercial Share (18-49)	Commercial Share (25 – 54)	Commercial Share (Total People)	Total People
Melbourne	93.9%	93.3%	92.7%	1,380,000
Perth	88.3%	85.2%	88.0%	368,000
Adelaide	82.8%	85.1%	88.0%	301,000
Sydney	58.7%	62.5%	62.0%	262,000
Brisbane	75.5%	75.8%	72.2%	320,000
<b>5 city metro</b>	<b>84.5%</b>	<b>84.1%</b>	<b>84.5%</b>	<b>2,630,000</b>

Following the game, TEN aired a 60-minute broadcast of **The 2011 AFL Grand Final Day Post Match Presentation** featuring the AFL premiership cup presentation and a post-match review. **The 2011 AFL Grand Final Day Post Match Presentation** delivered an audience of 1.84 million viewers and a commercial share of 53.5%

### The 2011 AFL Grand Final Day Post Match Presentation (17:27 – 18:29)

	Commercial Share (18-49)	Commercial Share (25 – 54)	Commercial Share (Total People)	Total People
Melbourne	75.7%	74.2%	68.8%	994,000
Perth	73.7%	70.0%	76.2%	230,000
Adelaide	67.3%	71.3%	71.9%	258,000
Sydney	22.2%	23.6%	22.0%	147,000
Brisbane	38.5%	38.5%	31.5%	207,000
<b>5 city metro</b>	<b>57.7%</b>	<b>56.2%</b>	<b>53.5%</b>	<b>1,840,000</b>

Earlier in the day, TEN's coverage of the **2011 AFL Grand Final Day – Pre-Match Entertainment** (13:29 – 14:03) drew an average audience of 1.41 million people, while the **2011 AFL Grand Final Pre-Game** (14:03 – 14:24) was watched by 1.90 million people.

Network Ten's, late night HD broadcast of the Grand Final match-up on ONE, drew an average audience of 71,000 people.

Network Ten's head of sport, David Barham said: "The Cats and the Pies have enjoyed massive rivalry over the past five years and they didn't disappoint yesterday delivering another classic final."

"As a network, yesterday's grand final broadcast marked the end of a successful ten-year partnership with the AFL. We are extremely proud of all of our AFL broadcasts over the past decade."

**For further information please contact:**

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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) and are based on Overnights (Live and As Live viewing). TEN programs are calculated on confirmed telecast times to the nearest minute. All times are based on Australian Eastern Standard Time. Commercial share is based on all commercial channels, including digital multi-channels.