



24 July 2019

MasterChef Australia cooks up another great season

That's it! Time's up on the 11th season of Network 10's acclaimed, award-winning **MasterChef Australia**. As the show plated up its final serving for 2019, 1.3 million Australians tuned in to watch Larissa Takchi become the youngest winner in **MasterChef Australia** history at 22 years old with a final score of 85/90, in a three course meal cook-off against Tessa Boersma and Simon Toohey.

Across the 2019 season **MasterChef Australia** had a national total audience of 1.06 million, including a record average 7 day video on-demand audience of 52,000, which was up 16 per cent year on year. Episode three recorded the show's highest ever 7 day broadcast video on-demand audience across MasterChef Australia's 11 seasons (65,000).

In the capital cities, the series drew an average total audience of 835,000. (Total audience numbers include television and online catchup viewing and television encores.)

Across the season, MasterChef Australia was #2 in its timeslot in under 50s and all key demos. It was also the #1 entertainment program on social media during its run with 1.97 million social media interactions across Facebook, Instagram and Twitter.

Network 10 chief content officer, Beverley McGarvey, praised the talent and passion that went into delivering another incredible season of **MasterChef Australia**.

"After 11 remarkable seasons, **MasterChef Australia** remains one of the most successful and loved shows on Australian television, a show that draws families together and resonates strongly across all age groups," she said.

"Again this year, the series delivered strong television audience numbers for 10, including record video on-demand viewing.

"And Australians' devotion to **MasterChef Australia** extends beyond the television screen. It was one of the noisiest shows on social media again this year, with high levels of engagement across all social media platforms, and it remains the most 'liked' entertainment show in Australia, with 1.67 million 'likes' on Facebook," Beverley said.

"We reached an average of 9.3 million people every week on Facebook, more than four times that of any previous season. Our How To Eat A Dumpling explainer video took Facebook by storm, reaching more than 55 million people worldwide and generating more than 27 million views.

Network 10
A CBS Company





Media Release

"Congratulations to Larissa and to Tessa and Simon for an extraordinary grand finale. My thanks to all our contestants, our judges, mentors and guest chefs, our long term partners at Endemol Shine Australia, 10's executive producer Rick Maier, Endemol Shine Australia's executive producer Marty Benson and everyone at 10 for creating a great series.

"We're looking forward to welcoming a new generation of exceptional judges to a refreshed season 12 of **MasterChef Australia**. We would like to thank Gary, George and Matt for their remarkable contribution over the past 11 years," she said.

"Australia is full of remarkable cooking talent and we can't wait to introduce another group of ordinary Australians capable of extraordinary things for the love of food."

Network 10 chief sales officer Rod Prosser said: "I'd like to thank Coles and our partners both old and new for helping us plate up another incredible season of **MasterChef Australia**. Eleven seasons is no easy feat and we certainly wouldn't be here without their constant support.

"It's particularly rare to have forged such long-standing relationships with so many of our sponsors, a result of continually developing unique and exciting integration opportunities within a truly high-quality program. I'm looking forward to continuing these partnerships for years to come."

Network 10
A CBS Company



MASTERCHEF AUSTRALIA 2019 AT A GLANCE

- 2019 Season Average, Television, National: 932,000 viewers.
- 2019 Season Average, Total Audience, Capital Cities: 835,000 viewers.
- 2019 Season Average, Television, Capital Cities: 706,000 viewers.
- 2019 Season Reach: 8.59 million capital city viewers and 3.62 million regional viewers.
- 2019 BVOD Audience: 52,000, up 16% on 2018. Biggest MasterChef BVOD audience ever.
- 2019 Video Segment Views on 10 Play: 23.49 million.
- 2019 Video Starts on 10 Play: 6.93 million.
- 2019 Unique Video Visitors on 10 Play: 999,000.
- MasterChef Australia was the #1 entertainment program on social media during its run with 1.97 million social media interactions across Facebook, Instagram and Twitter.
- Facebook, Average Weekly Reach: 9.3 million
- Facebook Average Weekly Total Engagements: 765,000.
- Facebook: 1,667,765 fans.
- Instagram Average Weekly Impressions: 3.1 million.
- Instagram: 350,492 followers.
- Twitter Total Impressions: 17.1 million.
- Twitter: 215,150 followers.



Media Release

Want to know more? Please get in touch with:

Vida Scott

Head of Communications

P: (02) 9650 1575 M: 0401 435 309

E: vscott@networkten.com.au

Follow us: @Network10Comms

Source: OzTAM, 5 City Metro and Regional TAM Combined Agg. Markets, 2018, 2019 MasterChef Australia, Total Audience includes encores. OzTAM 7 Day VPM (BVOD) data, Consolidated 7. Nielsen Social Content Ratings, ranked by total interactions.

Network 10
A CBS Company

