



Media Release

22 October 2019

## The Masked Singer Australia – 10's breakout hit of the year

10's breakout hit of the year, **The Masked Singer Australia**, wrapped with Robot, revealed as Cody Simpson, crowned the first winner of the show in front of a national average audience of 1.88 million. The audience was 10's biggest of the year.

The Grand Finale, before The Final Reveal, was watched by a national average audience of 1.43 million.

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### A hit on 10

**The Masked Singer Australia** is 10's biggest show of the year, and 10's biggest show since *The Bachelorette* in 2017.



Its launch season is the biggest of any launch season on 10 since *The Bachelorette* in 2015.



### A national hit



Across its season, **The Masked Singer Australia** achieved a total national average audience of 1.42 million, and a total capital city average audience of 1.09 million. This includes overnight, 7 day timeshift and (BVOD) broadcast video on-demand audiences on 10 Play, making it one of the biggest shows in the second half of 2019.



The show reached 8.93 million people around the country.

### A hit on all platforms

The average television audience across the season was 1.33 million nationally and 999,000 across the capital cities. On BVOD, the show currently has a 7 day BVOD audience of 68,000.

In total, 36.9 million minutes of **The Masked Singer Australia** was streamed on 10 Play.

On social, the conversations around which celebrities were behind the masks set social media alight. It regularly ranked as the #1 show on social media and was one of the most talked about shows during its run with 275,000 interactions on Twitter, Facebook and Instagram.



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### A hit in the demos

**The Masked Singer Australia** also dominated the important advertising demos as the #1 show in under 50s, 16 to 39s, 18 to 49s and 25 to 54s during its run. The show secured big commercial shares in the demos:

- Under 50s: 39.6%
- 16 to 39s: 39.1%
- 18 to 94s: 37.0%
- 25 to 54s: 36.0%

### Biggest shows, biggest reveals

Lion's Reveal as Kate Cebrano had the biggest average audience of the season (excluding launch and finale), achieving an average audience of 1.16 million.

On BVOD, the launch episode was most watched with a 7 day BVOD audience of 101,000. Episode two which revealed Brett Lee as the Parrot achieved the biggest BVOD audience (excluding launch) with a 7 day BVOD audience of 83,000.

Network 10's chief content officer Beverley McGarvey said: "We are thrilled with the results for **The Masked Singer Australia**. It's fantastic that our audience engaged so positively with the show across all platforms. It was a really great addition to our 50-week schedule. I am also so pleased to have a show that resonated so strongly with family audiences and created a wonderful co-viewing opportunity.

"Congratulations to Cody Simpson, the first winner of **The Masked Singer Australia**, and to Rob Mills and Gorgi Coghlan who were brilliant competitors right until the end. Thanks so much for giving it your all and for your spirited performances.

"A big thank you and congratulations to everyone involved in the production. From the fearless contestants who donned an elaborate costume and put on a spectacular show every episode to the judges - Jackie, Lindsay, Dave and Dannii who led the national guessing game, and of course Osher, our esteemed host.

"I would also like to thank our friends at Warner Bros. for bringing this brand new show to life, and to everyone at 10, thank you for your hard work and passion. We cannot wait for season two!"

Network 10's chief sales officer Rod Prosser said: "I'd like to extend a huge thanks to our sponsors for their support throughout the inaugural season of TV's craziest show. We loved working with you to bring your brand messages to life to the show's demo-rich audience, in innovative and creative ways."

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Source: OzTAM, 5 City Metro and Regional TAM, Combined Aggregate Markets, Consolidated 7. OzTAM VPM Ratings (7 Day BVOD). Nielsen Social Content Ratings.

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