



15 November 2019

The Bachelorette wins the heart of Australia

Total audience jumps 27% year on year.

More than 1.32 million Australians waited with bated breath as Angie Kent gave her final rose to Carlin in the emotional and spectacular finale of Network 10's **The Bachelorette Australia**.

Earlier in the evening, A national average audience of 1.13 million tuned in to watch the Grand Finale part of last night's season finale, up 13% on the 2018 Grand Finale. In the capital cities, the Grand Finale drew 849,000 viewers.

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The Final Decision had 1.32 million viewers nationally and 1.01 million viewers in the capital cities. **The Bachelorette Australia** final episode dominated social media as the #1 show on social with 187,000 interactions across Facebook, Instagram and Twitter.

The Bachelorette Australia bloomed this year, with audience growth across all platforms, including a record audience on **10 Play**.

- **National total average audience (including 7 day TV and broadcast video on-demand (BVOD)):** 1.25 million viewers, up 27% year on year.
- **Capital city total average audience:** 1 million, up 27% year on year.
- **National TV average audience:** 1.06 million, up 23% year on year.
- **Capital city TV average audience:** 802,000, up 21% year on year on year.
- **10 Play (7 day BVOD) average audience:** 194,000, up 55% year on year. Biggest show on 10 Play ever.

This year's season reached 7.16 million people nationally.

The romance, drama and fun of **The Bachelorette Australia** captivated social media this year. Total interactions on Facebook, Instagram and Twitter rose 92% from last year to 856,000 interactions.

The Bachelorette Australia felt the love in the key advertising demographics, ranking #1 in under 50s, 16 to 39s, 18 to 49s and 25 to 54s.

This season's average capital city commercial shares soared year on year:

- Under 50s: 40.1%, up 4.9 points.
- 16 to 39s: 44.8%, up 5.2 points.
- 18 to 49s: 40.6%, up 4.5 points.
- 25 to 54s: 38.0%, up 4.9 points.

Network 10's chief content officer Beverley McGarvey said: "We couldn't be more pleased for Angie and Carlin, and wish them every happiness for the future."



Media Release

"Once again this year, **The Bachelorette Australia** proved its popularity with viewers across all platforms. It is one of the most engaging and noisiest shows on television and across other platforms and viewers clearly loved Angie and the bachelors.

"The success of this year's season is a testament to the passion and hard work of many people on and off screen. I'd like to thank Angie for sharing her fairy tale journey with us, and the contestants for opening up their hearts to finding love. I also want to thank our production partners Warner Bros. International for their brilliant work in bringing this season to life and everyone at 10 for their tireless efforts," she said.

The most watched regular episode on television was the penultimate episode, with the most dramatic rose ceremony ever, achieving an average national overnight audience of 1.10 million viewers.

On **10 Play**, the second episode – which saw Angie confront councillor Jesse about his actions – achieved the highest 7 day BVOD audience ever (250,000).

Network 10's chief sales officer Rod Prosser said: "A big thank you to our commercial partners for their support across the season.

"**The Bachelorette Australia** continues to deliver fantastic results for advertisers and it was great to work with you all to bring your brand story to life through cross-platform integration and innovative activations."

Want to know more? Please get in touch with:

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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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