

Tuesday, 16 June 2015

Network Ten stake will see Foxtel and MCN reach an additional 8.5 million weekly viewers

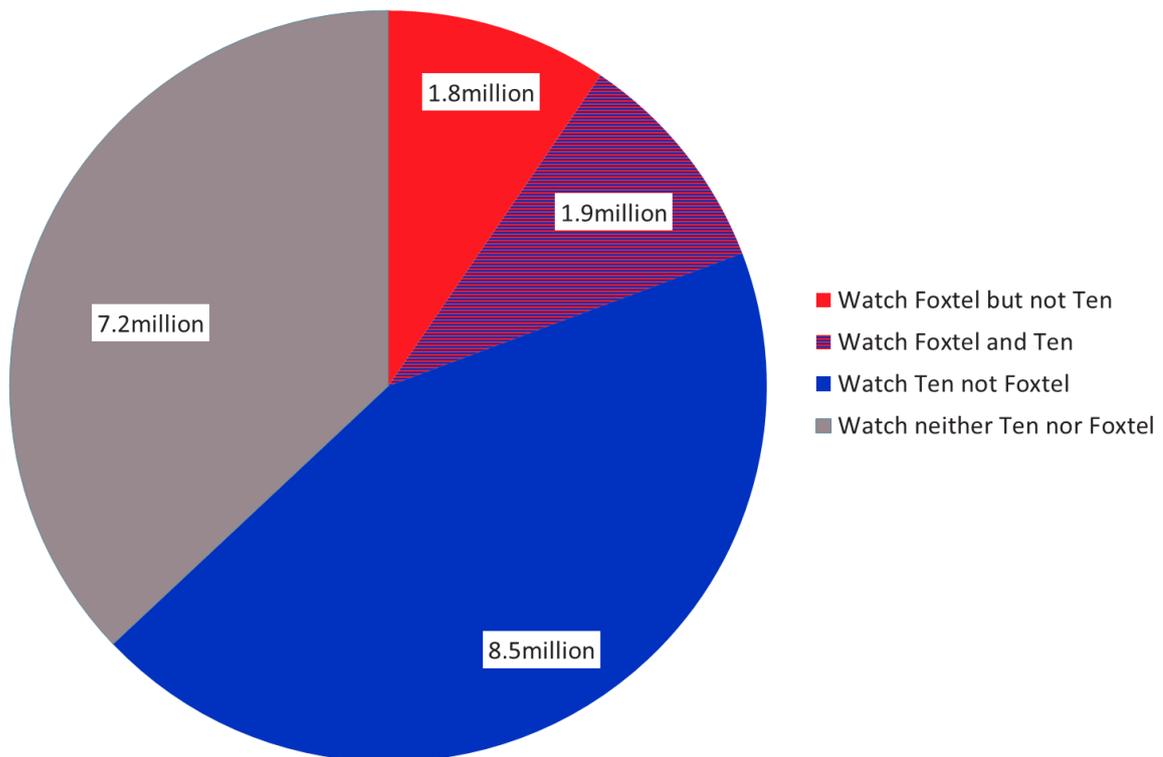
Foxtel's recently announced 15% stake in Network Ten will see its combined audience more than triple to 12.2 million viewers per week, the latest media data from Roy Morgan Research shows.

3.7 million Australians 14+ (19%) watched Foxtel or Foxtel Go (but excluding Presto) in an average seven day period in the 12 months to March 2015.

Only just over half of these Foxtel viewers (1.9 million) were already also watching Network Ten, via TV, website or app. The remainder of Ten's total audience (8.5 million people) is therefore a new addition to Foxtel's reach—and the reach of its advertising arm the Multi Channel Network (MCN).

This gives Foxtel-Ten a combined audience of 12.2 million, or 63% of Australians 14+ each week.

Proportion of Australians who watch Foxtel and/or Network Ten in an average week



Source: Roy Morgan Single Source, April 2014 – March 2015 n = 51,882 Australians 14+

Tim Martin, General Manager – Media, Roy Morgan Research, says:

“This is clearly a boon for the MCN advertising business, a saviour for Channel 10 and a powerful audience extension opportunity for Foxtel.

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“The combined audience will rival Networks Seven and Nine in scale and will also lay down a significant challenge for YouTube and Facebook in the battle for eyeballs and the multi-billion dollar TV advertising market.”

To learn more about how our multimedia consumption data, contact:

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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