



Seven dominates history-making Cup

PLUS7 breaks record with largest ever LIVE streamed event in Australia

(4 November 2015) Seven's live coverage of the Melbourne Cup has drawn massive TV audiences around the country, reaching 4.4 million people, with the great race delivering a combined metro and regional average of 2.984m viewers, peaking at 3.156m viewers.

Seven and Yahoo7 enjoyed a record-breaking first run as live streaming on PLUS7 officially launched for the Melbourne Cup. With more than **488,000** Australians streaming the coverage across the day, and over 342,000 concurrent streams during the main race, the launch was perfect timing for those eager to not miss a moment of action.

Clive Dickens, Seven's Chief Digital Officer, said: "Yesterday, Seven and Yahoo7 made TV history - the race that stops the nation did not break the internet, but it did break streaming records. Now we are streaming all of our channels 24/7, we can't wait to bring the Australian Open and Olympics to millions more mobile Australians next year."

The TV audience in metro areas for the race averaged 2.068m viewers and peaked at 2.166m viewers, while the share was a massive 87.1 per cent, as Michelle Payne became the first female jockey to win the Melbourne Cup.

In individual TV markets, the audiences were also outstanding. In Melbourne, an average audience of 971,000 viewers watched the race, with the Melbourne audience peaking at 1.015m.

These TV ratings do not take into account out-of-home viewing in pubs/clubs and offices.

2015 Melbourne Cup TV ratings

COMBINED (METRO + REGIONAL)	COMBINED	
	AV. AUD	Peak AUD
SEVEN'S MELBOURNE CUP 2015 – THE RACE	2,984,000	3,156,000

METRO	METRO	
	AV. AUD	Peak AUD
SEVEN'S MELBOURNE CUP 2015 – THE RACE	2,068,000	2,166,000

Average race audience for each city

RACE	SYD	MELB	BRIS	ADEL	PERTH
SEVEN'S MELBOURNE CUP 2015– THE RACE	458,000	971,000	318,000	125,000	196,000

Peak race audiences for each city

RACE	SYD	MELB	BRIS	ADEL	PERTH
SEVEN'S MELBOURNE CUP 2015 – THE RACE	486,000	1,015,000	329,000	131,000	205,000

Other 2015 Melbourne Cup program ratings

COMBINED (METRO + REGIONAL)	COMBINED	
	AV. AUD	Peak AUD
SEVEN'S MELBOURNE CUP 2015 – RACE PRESENTATION	2,546,000	3,040,000
SEVEN'S MELBOURNE CUP 2015 – THE MOUNTING YARD	1,869,000	2,595,000
SEVEN'S MELBOURNE CUP 2015 – LATE	1,250,000	2,334,000
SEVEN'S MELBOURNE CUP 2015 – EARLY	777,000	1,451,000

METRO	METRO	
	AV. AUD	Peak AUD
SEVEN'S MELBOURNE CUP 2015 – RACE PRESENTATION	1,788,000	2,135,000
SEVEN'S MELBOURNE CUP 2015 – THE MOUNTING YARD	1,300,000	1,808,000
SEVEN'S MELBOURNE CUP 2015 – LATE	884,000	1,620,000
SEVEN'S MELBOURNE CUP 2015 – EARLY	535,000	976,000

Further information contact Greg Smith on 0438 777 164

Source: OzTAM (Metro) and RegTAM (Regional). Seven/7mate. Combined (Metro + Regional). Program performance and ranking information is subject to change as this report is produced on unconfirmed program logs. Metropolitan market Data is copyright OzTAM. Regional market Data is copyright RegTAM.