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## Five million views and growing – Aussie audiences loving Superwog

Australian audiences are flocking to YouTube and ABC COMEDY to watch **Superwog**, the first half-hour comedy series from online stars Theo and Nathan Saidden. Funded by ABC, Screen Australia, YouTube and Film Victoria, and with a unique dual online and broadcast release strategy, **Superwog** has proved a monster success, with the first three episodes clocking over 5 million views across the [Superwog](#) and [ABC COMEDY](#) YouTube channels.

Released to YouTube on Sunday 7 October, Episode One *Breaking Dad* achieved 1 million views in just 48 hours, while Episode Two *The Family Jewels* achieved 1 million views in just 24 hours. Episode Three *The Final Exam*, released overnight, is already at 800,000 views and counting. Each of the three episodes released so far has trended #1 on YouTube in Australia, with an extraordinary 90% of the audience both Australian and aged 13-49. The [Superwog YouTube channel](#) has now hit 1 million subscribers.\*

On ABC COMEDY, where **Superwog** is the channel's first scripted comedy series and screens Tuesdays at 9.30pm, the show increased 40% in overnight viewership from Episode One to Episode Two. Episode Two was up 56% on the 2018 Tuesday 9.30pm timeslot average, largely driven by an influx of viewers aged 0-49 (55%), while Episode One was ABC COMEDY's most watched weekly show on iView in ratings week 41.\*\*

**Superwog** has earned raves from loyal fans and critics alike. Sydney Kings basketball star Andrew Bogut tweeted "**Superwog**'s new show is absolutely brilliant." *The Sydney Morning Herald* / *The Age*'s Michael Lallo has hailed the show "damn funny", while News Corp TV Writer Colin Vickery calls it "hilarious". Fan response on the [Superwog YouTube channel](#) has been equally ecstatic with "ABC COMEDY has struck gold" (Barry) typical of the thousands of comments.

"Creating new opportunities for audience growth, whilst not compromising the established funny, was the vision when we teamed up with the ABC, Screen Australia, YouTube, Film Vic and **Superwog** to try something a bit different across multiple platforms", says Paul Walton, Princess Pictures Producer. "We can't wait to see the rest of the **Superwog** series grow over the next few weeks as the only show in ABC history to trend #1 on YouTube and screen on the ABC at the same time!"

Head of Comedy Rick Kalowski said: "**Superwog**'s overwhelming success is testament to a great collaboration between ABC, Screen Australia, YouTube, Film Vic, incredible creators Theo and Nathan Saidden and Princess Pictures. An ABC comedy that brings a really young audience, in such big numbers, is truly a thrill and reaffirms our place as the home of comedy for *all* Australians."

Online Investment Manager at Screen Australia Lee Naimo said: "**Superwog** is an example of young Australian creators bringing fresh content to the table, and throwing old ideas about audiences and distribution out the window. Their fans have spoken, and we congratulate Theo and Nathan Saidden and ABC on the success of the series, and we're thrilled to have been on this creative journey with them since the series was first developed through Google Skip Ahead."



**Superwog continues to premiere Sundays at 6pm on the Superwog and ABC COMEDY YouTube channels, then screens Tuesdays at 9.30pm on ABC COMEDY channel and iview.**

**Superwog** is a Princess Pictures and Superwog production for the ABC and YouTube with principal production investment from Screen Australia in association with the ABC and financed with support from Film Victoria and YouTube. Created, written by and starring Theodore Saidden and Nathan Saidden. Series Producer Amanda Reedy. Executive Producers Elia Eliades and Emma Fitzsimons. Produced by Paul Walton. Directed by Theodore Saidden. ABC Executive Producers Rick Kalowski and Lauren Merolli.

*\*Source: YouTube Analytics*

*\*\*Source: Oz TAM, Overnight Data, Superwog aired 9.10.2018 & 16.10.2018 on ABC COMEDY. 2018 9.30-10pm timeslot 2.1.2018 – 25.09.2018, average audience, share and profile. 5 City Metro. Oz TAM VPM Average*

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