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## Millions of Australians welcome in the New Year with ABC.

Australians around the country and people around the world turned to the the ABC last night to celebrate the biggest night of the year, New Year's Eve. 3.6 million viewers partied the night away, tuning in to The Night is Yours concert, music, fun and fireworks.

Acting Head of Entertainment and Specialist Michael Carrington says "We are proud that so many Australians have once again seen in the new year on the ABC, across television, iview and social media. New Year's Eve showcases Sydney at its best and brightest and we are thrilled to have beamed images of the city's iconic fireworks across the world. Thank you to the more than 180 ABC staff and crew who worked through the night to bring New Year's Eve to life for so many millions of people here and overseas."

### Television and iview Audiences

- Last night, ABC was the leading network in the metro markets with a 5 city metro prime-time share of 22.0% (2017 result was 23.2%). The highest share was in Sydney, with a prime-time share of 29.4%.
- ABC TV's *New Year's Eve: Midnight Fireworks* was the #1 program of the night, *New Year's Eve: Countdown to Midnight* was ranked #2 and *New Year's Eve: Family Fireworks* was ranked #3.
- *New Year's Eve: Midnight Fireworks* achieved an average audience of 1.9 million across ABC and ABC NEWS (Combined Metro & Regional)
- *New Year's Eve: Countdown to Midnight* achieved an average audience of 1.3 million across ABC (Combined Metro & Regional)
- *New Year's Eve: Family Fireworks* achieved an average audience of 1.2 million across ABC, ABC NEWS and ABC ME (Combined Metro & Regional)



- ABC's NYE coverage was live streamed 90,000 times via ABC, ABC ME and ABC NEWS channels on iView last night. The ABC live stream generated 70,000 plays yesterday, (46,000 in 2017) which was the highest result for the channel on iView ever.

*Sources: OzTAM & Regional TAM Preliminary Overnight data; OzTAM VPM data, live stream based on: ABC, ABC NEWS and ABC ME channels, highest result ever based on daily results across 2017/18 since measurement commenced.*

## Social Audiences

ABC's New Year's Eve 2018 coverage was live streamed directly to ABC TV and iView's Facebook, YouTube and Twitter accounts and shared to over 50 more ABC and partner accounts. This included more than 40 of the ABC's location-based regional and capital city Facebook pages, giving viewers right across Australia the ability to join in the live coverage and bringing the ABC's vast audience into the New Year's Eve conversation.

- On Facebook, the live streams and highlights packages amassed a combined total of 1.2M+ views across ABC and partner pages overnight.
- On YouTube, ABC TV's live stream and highlights packages had 180,000 views at the time of reporting,
- Audience engagement was particularly strong throughout the night, with over 34,000 comments and shares on the live streams and highlights on Facebook alone.
- #NYEABC trended number 2 on Twitter during the broadcast, with over 2000 tweets using that hashtag in the last 24 hours.
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*Sources: Facebook Insights, Twitter, YouTube Analytics. Numbers correct at 9am 1 January*



Families were entertained early in the night with Rove McManus hosting the *The Early Night Show – Family Fireworks Spectacular*. ABC ME's Design your own Firework competition winner 12-year-old Dhrithi from Adelaide launched the 9pm fireworks and watched her firework light up the sky.

From 9.30pm, Charlie Pickering and Zan Rowe ramped up the celebrations and dialed up the volume, presenting *The Night is Yours* live show, from the Broadwalk of the Sydney Opera House. Featuring a not to be missed concert, with a star-studded line-up of artists performing songs from a playlist voted by the Australian people. Artists rocking the night included, Tim Minchin, Ben Folds, Casey Donovan, Christine Anu, Client Liaison, Baker Boy and crowd favourite Daryl Braithwaite who lead us up to midnight with the number one voted song...The Horses.

As the clock ticked over to midnight, ABC crews positioned around the harbour, beamed Sydney's iconic, 12 minute long midnight fireworks around Australia and the world.

The broadcast closed with Tim Minchin and all *The Night is Yours* artists welcoming the 2019 with a moving live performance of Auld Lang Syne, capping off a truly magnificent night and cementing ABC's commitment to entertaining Australian audiences.

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