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Victoria Votes: ABC wins election audiences

The ABC was the destination for audiences across platforms for Saturday's Victorian state election.

Among the audience highlights:

- ABC NEWS channel reached 6.2% (1.1 million) of metro Australians across the five cities on election day, Saturday 24 November
- The ABC NEWS channel *Victoria Votes Special* at 6pm achieved a metro average audience of 168,000
- ABC main channel had the strongest prime-time share in the Melbourne market at 17.4%
- The *Victoria Votes Special* simulcast on ABC main channel and ABC NEWS (6pm-8pm) achieved a metro average audience of 268,000 people and a reach of 782,000 people in Melbourne
- The ABC NEWS Victorian election website had 3.1 million page views over the weekend
- Victorian election articles generated a total of 3.4 million page views over the weekend
- Yesterday's *Insiders* achieved its highest audience on the ABC NEWS channel for the year, with an average audience of 156,000 metro Australians, and on the main channel its second-highest audience this year (behind the Leadership spill episode) at 336,000 metro Australians, with host Barrie Cassidy interviewing the freshly re-elected Victorian Premier Daniel Andrews

The collaboration across ABC News, radio, television and regional teams delivered exceptional election coverage not just on poll day but throughout the campaign.

Highlights included the special series *Matters of State*, a collaboration across News and radio platforms covering the issues that were central to Victorian voters, and the only free-to-air leaders debate held during the campaign, hosted by Jon Faine on ABC Radio Melbourne.

On election night, Tamara Oudyn, Michael Rowland and Richard Willingham led an expert TV panel broadcast that was way ahead of its competitors - including another speedy call of the result by Elections Analyst Antony Green.

ABC Radio's special broadcast from the ABC Election Centre at Southbank, also hosted by Jon Faine and featuring special guests from both parties and Sammy J on the roving mic, went live to voters Victoria-wide.



With the NSW state election coming up in March and a Federal Election also in the offing, the ABC is in poll position as the home of Australia's most trusted independent election coverage.

Source: OzTAM 5 City Metro, overnight preliminary data

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