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## 3.7 MILLION AUSTRALIANS CELEBRATED WITH THE ABC'S ALL-STAR NEW YEAR'S EVE COUNTDOWN

ABC, ABC ME and ABC News reached 3.7 million viewers in metro and regional markets across its New Year's Eve broadcast coverage from 8:30pm last night.

In addition, a total of 46,000 live streams were recorded via iview across the night and the coverage had a further 2.2 million views across social media platforms.

Audiences peaked at 11:59pm for ABC's Midnight Fireworks (combined metro and regional audience).

### Television and iview Audiences

- Last night, ABC was the leading network in the metro markets with a 5 city metro prime-time share of 23.2% (2016 result was 20.4%). The highest share was in Sydney, with a prime-time share of 33.5%;
- ABC TV's *New Year's Eve: Midnight Fireworks* was the #1 program of the night, *New Year's Eve: Family Fireworks* ranked #2;
- *New Year's Eve: Family Fireworks* achieved an average audience of 1.2 million across ABC, ABC NEWS and ABC ME (Combined Metro & Regional);
- *New Year's Eve: Midnight Fireworks* achieved an average audience of 2.1 million across ABC and ABC NEWS (Combined Metro & Regional);
- ABC's NYE coverage was live streamed 46,000 times via ABC iview.

Sources: OzTAM & Regional TAM Preliminary Overnight data; Webtrends

### Social Audiences

ABC's New Year's Eve 2017 coverage was live streamed directly to ABC TV's Facebook page and YouTube channel. The Midnight Fireworks were also streamed on Periscope.

On Facebook, the live streams and highlights packages amassed a combined total of 1.7 million views across ABC TV and partner pages.

On YouTube, ABC TV's live stream and highlights packages had 340,000 views. The live stream trended during the broadcast remains trending at number one the following morning.

The Midnight Fireworks live stream on Periscope had a further 152,000 views.

#NYEABC trended number two on Twitter during the broadcast. There were 5,300 #NYEABC tweets in the last 24 hours, reaching 8.9 million people.

Sources: Facebook Insights, Hashtracking, Periscope, YouTube. Numbers correct at 9am 1 January.

David Anderson, ABC Director of Television said: "The ABC is thrilled to once again have hosted the iconic Sydney New Year's Eve fireworks. It truly is a night of celebration and family friendly entertainment that brings the nation together. Across Australia, wherever you were, the ABC brought the fireworks to you live across TV, iView, YouTube, Facebook."

People from all over the world joined Zan Rowe and Charlie Pickering, as they counted down the biggest night of the year with the New Year's Eve 2017 broadcast, *Countdown Live NYE 2017* on ABC and ABC iView, YouTube and Facebook.

Presented from the Sydney Opera House, Charlie and Zan took us through an evening jam packed full of unmissable entertainment from an all-star line-up including **Jimmy Barnes, Phil Jamieson, Marcia Hines, John Paul Young and Kate Ceberano**, with plenty of fun for the all-ages, including the Family Fireworks at 9pm, culminating in the world-famous Sydney Midnight Fireworks at midnight.

At 9pm, the winner of ABC ME's *Design your own Firework* competition, 10-year-old Lucia from Adelaide, set the Sydney sky alight with the Family Fireworks display featuring her own unique firework design

Audiences watched the full broadcast in HD on the ABC, and live streamed celebrations on ABC iView. Welcome to Country, the family fireworks and midnight fireworks were also available on the ABC YouTube channel. The Family Fireworks and Sydney Midnight Fireworks were streamed live on ABC TV Facebook.

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