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## ABC TV's News Breakfast is turning 10!

The ABC's flagship morning television news program **News Breakfast** is celebrating its 10<sup>th</sup> Birthday on **Friday November 2<sup>nd</sup>** with an outdoor birthday bash on the banks of Melbourne's Yarra River.

Since its launch in 2008, **News Breakfast** has steadily built its audience by delivering intelligent and engaging news coverage. It draws on the ABC's network of national and international correspondents to deliver comprehensive coverage of the day's news, compelling guests and lively and entertaining conversations. It's a combination which is clearly hitting the right note, the show is bucking breakfast audience trends, increasing reach year on year.

- In 2018 YTD, **News Breakfast** on ABC Main Channel (107,000) and NEWS Channel (45,000) has achieved a combined metro average audience of 152,000 – this is now +1% above the 2017 series average
- **News Breakfast** share on ABC Main channel is at 9.4% in 2018 YTD, up 1.3 share points on the 2017 average share of 8.1%. **News Breakfast** share on NEWS channel has remained stable YoY at 4.3%

November's birthday celebration will involve a live three hour outside broadcast from Southbank in Melbourne, with viewers invited to come along and be part of the show.

Co-hosts Michael Rowland and Virginia Trioli will be joined by Paul Kennedy, Del Irani, Nate Byrne and Georgie Tunny.

Virginia Trioli was there from the beginning, "I'm so thrilled that ten years after we started this program with a few tin cans and a length of string – and the most dedicated, and hard-working production and presenting teams in the country – that we have created this incredible community of dedicated viewers that just continues to grow. Please come and join us!"

Michael Rowland says the birthday broadcast will put the audience front and centre. "We wouldn't have made 10 years if it wasn't for the trust placed in us by our amazing viewers right around the country. It has been a privilege informing and (hopefully) entertaining them every morning. Thank you all!"

**The News Breakfast 10<sup>th</sup> birthday special will air on November 2<sup>nd</sup>, from 6am on ABC, ABC News and iview.**

For interview requests, more information, or images, please contact:

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