



THE RACE THAT STOPPED THE NATION

Seven reached 4.2 million in-home broadcast viewers nationally and delivered a total of 10.9 million live streaming minutes.

Biggest live streaming day in 2017 in any FTA event since AO Men's Final and 64% bigger than 2016 setting a new Melbourne Cup record.

The Melbourne Cup averaged 915,000 viewers across seven hours of broadcast and peaked at 2.7 million during The Race (1.9 million metro).

Seven dominated viewing during The Race with commercial shares exceeding 80% for P25-54, P16-39, GB+Ch, Men 16+ and Women 16+

7HorseRacing on Facebook reached 850,000 and recorded over half a million video views across Facebook and Twitter.

BROADCAST: VIEWERS REACHED



Melbourne Cup Day:
7 November

4.2m

ONLINE: TOTAL LIVE STREAMS



**Race Day Total
Streaming Minutes**

10.9m

up +64% YOY

Concurrent Streams

350,000

up +22% YOY

Source: Broadcast: Combined Metro (OzTAM) + Regional (RegionalTAM). 7 November 2017. Melbourne Cup Race Day (1000-1700 AEST). Growth: 2017 v 2016. Network National Reach Estimate based on Metro and Regional for a minute viewed of Melb Cup Race Day. Metro Commercial Network Shares. Data: Preliminary Overnight (Live + As Live). Online Streams: OzTAM VPM, Internal Analytics. Concurrent Streams: Akamai. Facebook and Twitter Analytics.

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