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## My Kitchen Rules dishes up record ratings

The fourth series of the popular home-cooking show out-rates all previous years.

Channel 7's hit local production My Kitchen Rules has premiered to record ratings across the first three episodes of its fourth series.

The show has built on its already strong success to post a 51% commercial share and to rank Number 1 in all key demographics in its launch week. Hitting a peak of 3.319 million viewers (metropolitan and regional markets) in its first week, its national viewing figures (metropolitan and regional markets) are up 44% on 2010, up 33% on 2011 and up 9% on 2012.

Seven's Director of Production Brad Lyons says the result is evidence of a compelling format, a strong production team and a brilliant cast.

"It is unusual for a series to continue to build so strongly four seasons in, which is what My Kitchen Rules is doing. It's a testament to how robust the format is," he says.

"My Kitchen Rules is currently seen in 100 territories around the world and there is incredible interest in the format rights internationally."

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