

Dramas in the kitchen and on the Bay make for biggest week ever on PLUS7

25 February 2016: PLUS7 record its biggest week ever with more than 34 million minutes – the equivalent of over 64 years – watched last week as audiences watched their favourite shows on demand.

Tuesday 16th February was the single day with the most streams, as Home and Away fans eagerly watched Ricky and Brax's highly anticipated reunion. Also helping to contribute to PLUS7's most watched week of 2016 were dramas around the dining table on My Kitchen Rules, with over 1.6 million total video starts viewed across four huge streaming nights.

Aussie TV viewers continue to turn to PLUS7 for Channel Seven favourites including two new hit mini-series *Molly* and *Wanted*, as well as the new addictive reality TV show, *First Dates*. Australia's much-loved free-to-air programming has delivered consistent results for PLUS7 with 9 out of the top 10 performing shows according to the new OzTAM VPM report. Already in 2016, PLUS7 has seen a 25 per cent growth in streams and a 74 per cent increase in total minutes watched, year on year*.

Cora Spear, Head of TV & Global Content at Yahoo7 said, "There are certain shows which capture Australia's attention as the watercooler conversation of choice. My Kitchen Rules and Home & Away are definitely standout programs that people don't want to miss watching – or talking about the next day. PLUS7 remains Australia's number one on-demand TV platform for a reason, as Australians are hungry to keep up with all of the latest dramas on their favourite TV shows, at a time that suits them."

The PLUS7 mobile apps are currently number one for Commercial TV across both iOS and Android's Entertainment categories, as well as the top commercial Catch Up TV app for Apple TV across both Overall and Entertainment categories.

ENDS

*Source: Yahoo7 Video Reporting.

^Source: App Annie, 22 Feb 2016

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