THREE CELEBRATES WINNING NIGHT WITH THE BLOCK NZ LIVE AUCTION FINAL
MARRIED AT FIRST SIGHT NZ PREMIERES

Three is celebrating an incredible Sunday night that kicked off with The Block NZ Live Auction Final, followed by the highly anticipated premiere of Married at First Sight NZ. This epic night of local reality television resulted in Three hitting an overall share of 33.1%, winning the night amongst the commercially important 25-54 demographic and also recording the channel’s highest share of the year.

The Block NZ Live Auction Final saw Gizzy’s Amy and Stu crowned the winners for the seventh season of the hit series with 245,800 viewers in the 25-54 demo tuning in. In the same demo, the show hit a mammoth 13.3 rating point and 40.2% audience share. Total viewership for the final episode in 5+ was 449,400 and it reached a total of 769,500 people in the same demo. Live streams also hit an all-time record for an auction night, up 15% year on year with over 22,000 streams, and on demand viewing was also up 64% on 2017’s final episode.

Rounding out the season for The Block NZ, 1,109,600 viewers tuned in across the series in the 25-54 demo and 2,412,700 viewers in 5+. The overall series growth on live streams was 48% and 16% for on demand viewing - an incredible result for ThreeNow and The Block NZ. The reno juggernaut will be returning for an eighth season next year and applications are now open.

Following The Block NZ, Three’s audience launched straight into the premiere of Married at First Sight NZ, winning its timeslot with a 29.9% share and 9.1 rating, attracting an audience of 168,700 in 25-54. Married at First Sight NZ continues tonight as four new singles prepare to wed a complete stranger.

Three also won the night on Monday (23.7% share) and Tuesday (24.9% share). Monday evening saw timeslot wins from The Block NZ (34.7% share, 10.2 rating) and comedy pilot Sidelines* (20.7% share, 5.5 rating), while Tuesday had wins from The Block NZ (33.2% share, 10.2 rating) and comedy pilot Golden Boy* (22.5% share, 6.4 rating). Comedy Pilot Week* was also a success on on demand, placing fourth in ThreeNow’s top 10.

The Project had another stellar week, beating Seven Sharp on Monday (17.7% share, 5.3 rating), Tuesday (16.7% share, 5.5 rating), and Thursday (17.3% share, 4.6 rating).

This week is a big one for Three, starting tonight with the return of hit US procedural drama 9-1-1 and All New Beach Cops. Tomorrow night sees the launch of The Good Sh*t* where four overweight girls undertake a very unique experiment – consuming capsules containing human faeces in the hope of losing weight. To top it all off, we welcome back Kiwi favourite Grand Designs New Zealand* on Wednesday with an episode that features a magnificent project being undertaken by the late famous motorcyclist John Britten’s daughter. On Saturday, 13th October, Taylor Swift - Road to Reputation airs on Three. In this exclusive documentary, the pop superstar personally walks us through her phenomenal career as we get to see incredible footage from her record-breaking Reputation Stadium Tour.

Other wins for the week included:
Wednesday: The Block NZ (30.9% share, 9.8 rating),
Thursday: The AM Show (38.3% share, 2.3 rating), The Transporter (20.0% share, 4.6 rating),
Friday: 7 Days* (23.6% share, 6.1 rating).
The Vodafone New Zealand Music Awards finalists have been announced for 2018. Six 60, Drax Project, Alien Weaponry and Unknown Mortal Orchestra are all up for four Tuis each, and this year all finalists are eligible for the People’s Choice Award. Three will be broadcasting the event live on Thursday, 15th November and tickets on sale here.

In radio, Dom, Meg and Randell have been locked up again in The Edge Safe House. They're somewhere in New Zealand and to escape they need listeners to solve clues to their whereabouts. Two listeners will win $5000 each by either knocking on The Edge Safe House front door or by pin dropping the closest guess on the Safe House map.

Finally, Newshub has launched a new eight-part crime investigation podcast called Grove Road, which investigates the controversial conviction of Alan Hall. Hall was convicted of the 1985 murder of Arthur Easton but has always maintained his innocence. Newshub journalist Mike Wesley-Smith hosts this live case with recent developments and the first four episodes are available now on Newshub and all major podcast apps.

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For further information please contact:
Kelly Tomlinson
Communications Editor
kellytomlinson@mediaworks.co.nz
+64 21 024 96698