



3 February 2015

## **My Kitchen Rules dominates Monday**

- My Kitchen Rules is Monday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules (1.596 million across the five major metropolitan markets) dominates in total viewers, 16-39s, 18-49s and 25-54s.

	<b>5 City Metro</b>
Total Individuals	31%
25-54s	35%
16-39s	38%
18-49s	36%
16-54s	35%

- My Kitchen Rules nearly doubles The Block and more than doubles I'm A Celebrity and outpaces the combined audiences of The Block and I'm A Celebrity.
- My Kitchen Rules delivers a total audience of 2.285 million across metropolitan and regional markets.
- My Kitchen Rules peaks at 1.9 million across the five major metropolitan markets and delivers a peak audience of 2.8 million across metropolitan and regional markets.
- Home and Away dominates at 7:00pm in total viewers, 16-39s, 18-49s and 25-54s – with a five major market audience of 1.116 million and a metropolitan and regional combined audience of 1.681 million.