



## Gladiators shatters Nine and Ten

- Gladiators delivers the biggest audience for an opening episode of any new series on television in 2008: 1.85 million, outpacing the first episode of So You Think You Can Dance (1.83 million).
- Gladiators delivers a peak audience of 2.18 million.
- Gladiators is Sunday's #1 most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Gladiators demolishes Animal Emergency and RFDS on Nine: up 98% in total viewers, up 331% in 16-39s, up 227% in 18-49s and up 162% in 25-54s.
- Gladiators demolishes The Biggest Loser on Ten: up 94% in total viewers, up 64% in 16-39s, up 74% in 18-49s and up 64% in 25-54s.
- Gladiators matches the combined audiences of Nine and Ten across all key demographics:

Demographic	Seven	Nine	Ten
Total viewers	49%	25%	26%
16-39s	54%	13%	33%
18-49s	53%	16%	31%
25-54s	50%	19%	31%

- Gladiators drives Seven to leadership in 16-39s, 18-49s and 25-54s across primetime on Sunday. Police Files (1.571 million) and My Name Is Earl (1.244 million) easily account for So You Think You Can Dance (1.234 million) which drops 31% of its audience from its previous first-run episode (1.776 million).