

Issued: Monday 29th May

DARK SECRETS

AUSTRALIA'S HIDDEN SHAME

PRIME7 NEWS SPECIAL COMPELLING VIEWING ON SUNDAY NIGHT

#1 PUBLIC AFFAIRS PROGRAM

#1 IN TIMESLOT

#1 IN ALL KEY DEMOS 8.30PM – 9.30PM

PEAK AUDIENCE 548,577 VIEWERS

AVERAGE AUDIENCE 327,222 VIEWERS

42.8% COMMERCIAL AUDIENCE SHARE

88,000 MORE VIEWERS THAN 60 MINUTES

PRIME7's public affairs special **DARK SECRETS: AUSTRALIA'S HIDDEN SHAME** proved compelling viewing last night across its broadcast regions.

Produced by **PRIME7 NEWS** and presented by acclaimed Australian journalist **Ray Martin**, the unflinching one hour special produced exclusively for regional audiences brought attention to the most common violent crime in Australia – domestic violence.

“We are thrilled with the success of the program,” says PRIME7 Head of News **Paul Patrick**. “We are committed to creating programs about issues of concern to our audiences. We see this as another opportunity to tell more stories about the issues affecting regional Australia.”

Source: Regional TAM – Free-to-air, Combined Northern NSW, Southern NSW, Victoria and Western Australia, Sunday 28th May 2017, Total People, People 16-39, People 25-54, People 40+, Grocery Buyers, Overnight Data, Peak Audience, Average Audience, Commercial Primary Channel Shares, Rankings based on all dayparts

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