



COMPELLING NEWS SPECIAL ATTRACTS STRONG AUDIENCE

ICE: The Scourge of Regional Australia proved compelling viewing last night, as the most watched program recording a peak audience of more than 400,000 viewers across Northern NSW, Southern NSW and Victoria.

Produced by PRIME7 News and presented by acclaimed Australian journalist Ray Martin, **ICE: The Scourge of Regional Australia** exposed the dramatic consequences of the rising ice epidemic plaguing regional communities.

Commenting on the ratings result, PRIME7 Head of News Paul Patrick said, "It is pleasing that a locally produced program has resonated so strongly with regional viewers, we see great opportunity to tell more stories on the issues affecting regional Australia".

An encore screening of **ICE: The Scourge of Regional Australia** will be shown 4.00pm Saturday 10th December of **PRIME7**.

For more information on **ICE: The Scourge of Regional Australia** go to www.prime7.com.au

Source: Regional TAM – Free-to-Air, Combined Northern NSW, Southern NSW and Victoria, Monday, 5 December 2016. Total People, overnight data. Peak Audience Minute, Ranking based on all day parts.

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