



PRIME7 LOCAL NEWS NOW NO.1 ACROSS NORTHERN RIVERS

PRIME7 AWARD WINNING LOCAL NEWS HISTORY MAKING VICTORY NBN NEWS NOW NO.2

PRIME7 is officially the new No.1 for local news across the Northern Rivers in 2017.

Having won 21 survey weeks year-to-date, PRIME7 LOCAL NEWS is in an unassailable position claiming victory over NBN.

PRIME7 LOCAL NEWS WITH MADELAINE COLLIGNON AND KENNY HEATLEY is the most watched local news bulletin in the Northern Rivers market with a commanding 42.6% commercial primary channel share in the 6.00pm - 6.30pm weeknight timeslot. NINE Affiliate NBN is behind with a 39.0% audience share.

Commenting on the historical win, PRIME7 Head of News, Paul Patrick said, "People living and working across the Northern Rivers region clearly prefer PRIME7's full half hour of local news, sport and weather. Already this year PRIME7 LOCAL NEWS has been awarded with industry accolades for its coverage of the Lismore floods and, now, an even greater reward in becoming the preferred local news service for the Northern Rivers community."

"There will be no resting on our laurels, our dedicated and experienced news reporting teams will continue to deliver the news that matters most to the local community", Patrick added.

Source: Regional TAM: Free-to-Air, Northern Rivers, Total People, 6.00pm – 6.30pm Monday to Friday, Commercial Primary Shares, Week 7-40 2017, Cons 7 Data up to September 29th otherwise overnight

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