



# ROAD TRAUMA SPECIAL HITS HOME WITH VIEWERS

## NO.1 PROGRAM ON MONDAY NIGHT

PEAK AUDIENCE 423,757 VIEWERS

AVERAGE AUDIENCE 329,343 VIEWERS

54.8% COMMERCIAL AUDIENCE SHARE

#1 IN ALL KEY DEMOS

#1 NETWORK MONDAY NIGHT

Presented by acclaimed Australian journalist **RAY MARTIN**, the compelling PRIME7 public affairs special **IT WON'T HAPPEN TO ME** was the most watched program last night across its broadcast regions.

The compelling special exposed the shocking reality of life and death on regional roads and the impact on local communities.

An encore screening will be televised 12noon Wednesday 29<sup>th</sup> November on PRIME7. For more information and extended interviews from the program, go to [www.prime7.com.au](http://www.prime7.com.au).

Source: Regional TAM – Free-to-air, Combined Northern NSW, Southern NSW, Victoria and Western Australia, Monday 27<sup>th</sup> November, Total People, Overnight Data, Peak Audience, Average Audience, Commercial Primary Channel Shares, Rankings based on all dayparts, Network Audience Share 6.00pm – Midnight

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YOUR NO. 1 REGIONAL TELEVISION NETWORK



MEDIA RELEASE