

DREAMLAND

Series 3 on ABC Australia at 9pm

Series 3 of Dreamland was the most successful series to date. Each episode was the **most watched programme** in its timeslot and took a **20% share** of viewing. On two occasions it was the **most watched programme of the night**. It outperformed the next best performing channel with an average audience share of **20% versus 13%**. On average, Dreamland achieved an audience of **more than double the timeslot average**. In the crucial 0-49 age bracket Dreamland was the No.1 program, and was No.2 amongst the 50-65 demographic.

