



MEDIA RELEASE

NETWORK TEN AND FOXTEL TEAM UP FOR A FULLY INTEGRATED CROSS-PLATFORM PARTNERSHIP FOR THE 2010 DELHI COMMONWEALTH GAMES

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Network Ten and FOXTEL today announced plans to broaden the scope of their joint venture to include the marketing of combined sponsorship packages for the Delhi 2010 Commonwealth Games.

Details of the landmark agreement were announced by Network Ten's Chief Executive Officer, Grant Blackley, and FOXTEL's Chief Executive Officer, Kim Williams AM.

Under the terms of the agreement, Network Ten and FOXTEL will extend their joint broadcast and production plans by offering clients integrated sponsorship opportunities across free-to-air, subscription TV, online and mobile platforms.

The venture between Network Ten and FOXTEL will allow clients to invest in 'pre-Games' and 'in-Games' sponsorship packages across the four platforms through a single point of contact, expanding clients' access to the full spectrum of advertising platforms across free-to-air and subscription television.

As part of the agreement, the partners will develop and produce tailored creative and promotional activity which will be broadcast across TEN, the 24-hour digital sports channel, ONE, and FOXTEL's six dedicated standard definition and six dedicated high definition channels delivered on subscription television, as well as online and over mobile platforms.

Commenting on the agreement, Network Ten's chief executive officer, Grant Blackley said: "Shared broadcast rights mean that, for the first time, Australians will be able to access Commonwealth Games coverage when they want and in the format they want it. The shared broadcast rights will expand the total Commonwealth Games audience by offering sports fans a broader range of viewing options."

"With Network Ten and FOXTEL already sharing broadcast feeds and production facilities, it seems logical to offer clients cross-platform sponsorship opportunities. Through integrated sponsorships, we are able to support consistent campaigns across TEN, ONE and FOXTEL, while extending opportunities for clients to reach the broadest possible Commonwealth Games audience," Mr Blackley said.

FOXTEL's chief executive officer, Kim Williams said: "FOXTEL is pleased to have teamed up with Network Ten to bring the Commonwealth Games coverage back to Australia. Now with this extension of our cooperation with Network Ten into the advertising area, Australian marketers will also share the benefits. We will offer clients the opportunity to run integrated sponsorship campaigns across four advertising platforms and also provide for the first time an opportunity for advertisers to run interactive advertising campaigns on both Network Ten and FOXTEL."

Network Ten and FOXTEL together acquired the broadcast rights to the XIX Commonwealth Games, which will be held in Delhi, India from 3 – 14 October 2010.

Network Ten's coverage will include exclusive live broadcast rights to the Opening and Closing Ceremonies, as well as a daily schedule of sporting events broadcast on channel TEN and simulcast on the Network's 24-hour high definition digital sports channel, ONE.

FOXTEL's coverage will include 24-hour telecasts of sporting events on its six high definition and six standard definition sports channels all enhanced by constantly updating statistics and Games information via its interactive services. FOXTEL will stream its coverage exclusively onto the online and mobile platforms.

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