

## Network Ten announces streamlined sales leadership

### New sales organisation to deliver on multi-channel, cross-platform opportunities

2 September 2009

Network Ten today announced the streamlining of its sales leadership to deliver more effective and innovative monetisation of its ratings achievements across the Network's multi-channel, cross-platform offerings. Network Ten CEO Grant Blackley will provide direct leadership of the Network's sales team, including strategic direction and management of key negotiations.

Joint national sales managers, Kylie Rogers and Stephen Leeds, assume primary responsibility for sales management, reporting directly to Mr Blackley. Ms Rogers will continue to manage the NSW and Queensland markets, with Mr Leeds maintaining responsibility for Victoria, South Australia and Western Australia.

Vance Lothringer will continue to support the Network in a consultancy role, with a focus on guiding aspects of the network's sales policy. As the new structure takes effect, this new role will also allow Mr Lothringer to return to part-time.

Further development of the sales organisation will strengthen the Network's capabilities to support clients by maximising opportunities and innovation across the Network's multi-channel and multi-platform offerings. The following appointments take effect immediately:

- Wayne Lightfoot takes up the newly created position of sports operations manager, to service the interests of advertisers and rights holders – as well as providing business case analysis for sport-related investments – across the Network's sports programming on both ONE and TEN,
- Adam Hilton will fulfil the role of national sport sales manager, based in Sydney, with responsibilities across both ONE and TEN,
- Daniel King moves into the new role of national sales manager, Commonwealth Games, with the brief to unlock the value inherent in Network Ten's rights to the 2010 Delhi Commonwealth Games and exclusive rights to the 2014 Glasgow Commonwealth Games,
- Ivan Curic becomes Sydney sales manager, leading the sales operation for the sizeable Sydney market reporting to Ms Rogers,
- Matt Connell rejoins Network Ten, after a period with news.com.au, as Melbourne Sports Manager following Mr Hilton's move to Sydney, and
- Doug Peiffer's responsibilities will be focussed on the delivery of commercial insights arising from the development and management of research in the broader and increasingly more complex multi-channel and cross-platform environment.
- A new position of network integration manager – TEN has been created. This role is crucial in maintaining TEN's exceptional reputation for servicing the needs of advertisers and program rights holders through the creation of inventive and effective content integration. This role is responsible for sales integrations for major brand franchises including *MasterChef Australia*, *The Biggest Loser*, *Australian Idol* and *So You Think You Can Dance Australia* and the search for a suitable candidate is underway.

Network Ten CEO, Grant Blackley, said: "The principal goal of our new, streamlined leadership team is to effectively value and monetise the ratings and performance momentum created across our businesses. At the same time, this new structure is highly geared to delivering for clients on the potential inherent in our distinctive on-air and digital media offerings, while ensuring a consistent focus on new business planning, development and implementation."

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"I am particularly delighted that we have been able to fill these key roles with our home-grown talent – either with those within Network Ten currently or returning to the fold. I am confident that this new structure, including our existing state-based teams and digital media sales operation, will very quickly consolidate and drive forward in achieving our sales goals," Mr Blackley said.

"I am also pleased that we are able to secure the ongoing services of Vance, who joined Network Ten in 2006 in a consultancy role and agreed to step up to serve the Network as our chief network sales officer from 2007. While Vance prefers to serve in a part-time capacity at this stage, we will continue to have the advantage of his industry experience as we sharpen our focus on both achieving revenue that best reflects our performance and creating value for advertisers.

"Following their appointment in 2008 as joint national sales managers, Kylie and Stephen have proven their capabilities in managing our sales operation in their respective territories. Importantly, they have forged a strong, highly collaborative and effective partnership. This new structure is the culmination of the succession plan put in place last year and will allow Kylie and Stephen to work directly with me in steering the sales operation and maximising revenue streams.

"In his new role, Wayne, who has led our national sports sales team for the past three years, will consolidate the focus within the sport operation on delivering on sales initiatives and opportunities for our growing number of channel, sporting code and event sponsors. The role reports to the Network's general manager sport, David White. While Network Ten has always maintained a highly disciplined approach to business analysis of sporting rights, sponsorship and content integration opportunities, Wayne's new role will also provide a more robust focus on the alignment of stakeholder goals.

"I congratulate all the individuals involved in this new organisation, and I know the team has the experience, commitment and capability to ensure we bring our strengthened offering to market in a seamless manner," Mr Blackley said.

**For more information:**

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