



## THERE'S A NEW PLAYER IN TOWN - ONEHD.COM.AU HAS ARRIVED

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Network Ten today unveiled [onehd.com.au](http://onehd.com.au), the new online destination for Australia's sports lovers.

Featuring all the latest sports news and information from Australia and around the world, [onehd.com.au](http://onehd.com.au) extends ONE's broadcast brand into a comprehensive online sports hub.

Network Ten's general manager – sport, David White said: "Taking ONE online is the next logical step for Australia's No. 1 sports channel. We believe that [onehd.com.au](http://onehd.com.au) is integral to building the Network's sports brand.

"With ONE and now [onehd.com.au](http://onehd.com.au), Australian sports fans never need miss a minute of action ever again. No matter what sport you're into, or where you live, work or play, up-to-the-minute scores, results and news are now within easy reach of your fingertips," Mr White said.

Network Ten's chief digital media officer, Nick Spooner said: "Onehd.com.au further enhances the Network's extensive digital media offering. We are thrilled to take ONE to the next level with a multi-platform approach that delivers sports news, views and video from Australia and around the world in a single user-friendly website.

"Whether you're at work, travelling or simply out and about, [onehd.com.au](http://onehd.com.au) is free and accessible to everyone with an internet connection," Mr Spooner said.

"We believe that with its mix of live scores and results, premium video and informative content from a host of partner publications, [onehd.com.au](http://onehd.com.au) will quickly establish itself as Australia's premier online destination for sports enthusiasts and advertisers looking to take their brands to a broad sports-loving audience," Mr Spooner said.

[Onehd.com.au](http://onehd.com.au) features scores, results and news for all the sports Australians love to watch including AFL, NRL, cricket, motorsports, football (soccer), basketball, tennis, swimming, netball, athletics, golf and rugby. The site also covers key US sports including National Basketball Association games, the National Football League and Major League Baseball.

[Onehd.com.au](http://onehd.com.au) offers Australia's sport lovers a one-stop-shop for:

- all the latest breaking sports news, whenever and wherever it happens
- live scores and results for every major sporting event in Australia and around the world – regardless of whether it screens on ONE

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- a catch-up TV service
- full length coverage of press conferences, as well as exclusive interviews and extended video content from Australia and around the world
- a 'now-next' enabled ONE TV guide
- opinions, features and blogs penned by some of Australia's leading commentators, sports journalists and elite athletes
- sports trivia, polls and tipping competitions
- fan forums, as well as social media feeds via Facebook and Twitter, bringing sport fans together into a vibrant online community.

The site also brings together some of Australia's most respected and informed sports opinion makers and shapers. Onehd.com.au will feature exclusive articles, online discussions and blogs from Malcolm Blight (AFL), Lucas Neill (football), Andrew Bogut (basketball), Steve Carfino (basketball), Libby Trickett (swimming), Luke Elvy (golf) and Greg Rust (motorsports).

Network Ten has joined forces with a number of specialist sports publications to bring audiences the most comprehensive coverage of every major sporting code. Onehd.com.au's content suppliers include:

- Fourfourtwo - the world's most respected football magazine
- Inside Sport – Australia's premier sport magazine
- Tracks Magazine – the surfer's bible
- Golf Australia – Australia's only home-grown golfing magazine; and
- Sporting Pulse – Australia's largest community sporting network

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