

MEDIA RELEASE

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Australia's #1 music video show, TEN's Video Hits, joins the DEN

In a new distribution agreement, TEN's highly popular music video program **Video Hits** will use MCM Media's propriety online streaming service Digital Entertainment Network (DEN) to deliver a huge catalogue of video content to Video Hits audiences online.

The Video Hits website has been recently re-launched and, with the addition of DEN, offers fans access to the world's largest catalogue of legal high quality online music videos as well as original entertainment content – free to stream and on demand.

Network Ten chief digital media officer, Nick Spooner, said: "High quality online video streaming is at the heart of our offering to our audience and advertisers, and the DEN platform will ensure we continue to deliver an exceptional online experience for Video Hits."

"This significant enhancement of the Video Hits site not only brings greater awareness of the show, but will appeal to its young, energetic and web-savvy audience by engaging with them outside of the current four hours a week broadcast schedule to a virtual 24/7 'Video Hits on demand' web presence," Mr Spooner said.

"We look forward to working with MCM Media and the DEN as we continue to grow and enrich the entertainment experience for Video Hits fans online," he said.

The DEN is a totally unique digital media product thanks to its partnership with the four major record labels – Universal Music, Sony Music, Warner Music and EMI. The DEN offers more than 9,000 music videos, on demand, to online audiences via a high-quality music audio and video player, distributed across the country's leading entertainment sites.

The DEN currently delivers 5.3 million video and audio files to around one million users every month – a figure that is set to grow following the new partnership with Video Hits and the recent distribution deals with Channel [V] and bandit.fm.

"We're proud to welcome TEN's Video Hits to the DEN. It's proof that the high-quality music video content delivered by this platform is in growing demand among music fans and that the ad-funded model we have adopted works. And of course, increased scale means more good news for advertisers targeting this young active audience," said MCM Media Commercial Director – Digital, Andrew Cordwell.

The new deal with Network Ten caps an excellent period of growth for the DEN. Over the last three months, the DEN saw an increase in monthly video streams of 39 per cent, or 651,000, and a massive 64 million total audio and video streams in the year to September 30, 2010. In addition, unique browsers have increased by 33 per cent to



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377,185 in the year to September 30, 2010. (Source: Netratings Site Census Sept 2009 to Sept 2010)

Mr Spooner added: "We are immensely proud of our new Video Hits site and we know that the show's fans will love it. It now offers free access to a vast library of music videos by all their favourite artists, the latest music news stories, exclusive behind-the-scenes videos and extended artist interviews. Other features of the revamped site include new opportunities for fans to contribute their views through greater interaction between the TV show and online, as well as the use of social networking tools such as Twitter and Facebook."

END

About MCM Media

MCM Media produces entertainment and lifestyle related radio, online, TV and mobile content for broadcasters. Utilising this content, MCM Media delivers innovative marketing solutions to their advertising clients.

MCM Media is renowned for its nationally syndicated radio brands including Take 40 Australia®, The Hot Hits® Live from LA, My Generation®, The Jono & Dano Show, Cover to Cover®, Party People and Better Homes and Gardens® Radio Show.

MCM Media also publishes several of the nation's top rating music entertainment websites, including take40.com, thehothits.com and movideo.com The Company has developed and produced several television series, including Live at The Chapel® and Take 40 Live Lounge® and is a growing supplier of online audio and audio visual entertainment content. www.mcmmedia.com.au

For further information please contact:

Andrea Kerekes

Access PR

Ph: 02 9279 4011/ 0418 427 412

E: andrea@accesspr.com.au