

Network Ten senior sales appointments: David Bellamy appointed National Sales Manager – Direct Chris Taylor to head Research and Revenue Group

14 December 2010

Network Ten today announced two key appointments in its sales management team for 2011.

David Bellamy has been appointed National Sales Manager – Direct, to lead the Network's direct sales activities on a national basis. David was most recently Sydney Sales Manager – Direct for the Seven Network, where he worked for 17 years in a number of direct sales roles. He commences in his new role on 17 January 2011, reporting to National Sales Manager Kylie Rogers.

Kylie Rogers said: "I am delighted to have someone of David's calibre on board to focus our direct activities on a national footing. David has outstanding relationships in the market with our direct clients and advertisers and, in this newly created role, his priority will be to grow share and maximise revenue in this increasingly competitive segment of the market."

David Bellamy said: "Network Ten is on the move, with new program strategies and the launch of ELEVEN on the way, which will give it a very strong offering across its three highly distinct multi-channels. I am excited to be a part of this and to have the opportunity to work with Kylie and the direct sales team across the country. There will be challenges ahead, but great rewards."

In addition, the combination of Network Ten's Research and Insights team with the Commercial Airtime team will see the newly created Research and Revenue group headed by Chris Taylor. Chris will commence in the role of Head of Research and Revenue on 4 January 2011. He has been Commercial Airtime Manager at Network Ten since 2007 and has more than 10 years experience in related roles including previous research and revenue positions at Multi Channel Network and the Seven Network. He will continue to report to Kylie Rogers in his new role.

Kylie Rogers said: "Chris will be responsible for forging greater links between our research capabilities and opportunities to maximise revenue across each of the Network's three broadcast channels and digital media platforms. This is a vital role and Chris has the depth of experience and leadership capabilities to see him succeed."

Chris Taylor said: "My brief is to deliver quality research and audience insights to better connect our deep understanding of our audience with meaningful opportunities for advertisers. My role will also provide inventory pricing and analysis across all multi-channels and a sales system that drives a highly efficient end-to-end process. I'm very much looking forward to the opportunity to unlock considerable commercial insights, as well as to lead this highly talented and experienced team."

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Contact

Jeannette McLoughlin
Head of Corporate Communications
Network Ten
T: 02 9650 1012