



ONE and TEN – The New Home of Australian Basketball

NBL SIGNS 5-YEAR DEAL WITH NETWORK TEN

26 March 2010

Following a thrilling 2009/10 National Basketball League season that marked a renaissance for the NBL and just days after announcing the rebirth of the Sydney Kings, Network Ten and Basketball Australia have unveiled a new five-year broadcast deal. The partnership was announced on TEN News at Five and Sports Tonight this evening.

Network Ten and Basketball Australia have signed a five-year deal to show games live on both ONE and TEN nationally through to the end of the 2014/15 NBL season.

Basketball Australia Chief Executive Officer Larry Sengstock said the new deal was a great opportunity for future growth of the NBL.

"As a league the NBL has undertaken to reshape itself over the past two years in order to allow us to reform the sport commercially," said Sengstock. "This commitment from ONE and TEN is a massive vote of confidence in the advances we have made recently," Mr Sengstock said.

"Coming on top of the success of the 2009/10 season with its five per cent increase in attendance and sold-out Grand Final series as well as the recent announcement of the return of the Sydney Kings to the competition for 2010/11, this deal is fantastic news for the NBL and basketball in general."

"Partnering with ONE and TEN will provide the NBL with significant and valuable cross-promotional opportunities and will be very attractive to sponsors and other prospective commercial partners," Mr Sengstock added.

Network Ten General Manager - Sport David White said: "We are very pleased to be partnering with basketball in Australia and we recognise all the hard work that has been going into the reformation of the NBL. Of course the NBL provides ONE and TEN with great sports content we can showcase throughout the summer months."

Live coverage of the NBL will grow over the term of the agreement, starting with a minimum of two live games a week on either ONE or TEN in 2010/11 and increasing to five games per round in the final year of the contract.

For more information:

Marc Howard
Basketball Australia
+61 419 512 139, Tel +61 2 9469 7213

Jeannette McLoughlin
Network Ten
+61 2 9650 1012

