

NETWORK TEN FIRST TO INTEGRATE SALES FORCE ACROSS ENTIRE BROADCAST AND DIGITAL MEDIA PORTFOLIO

TEN Connect to deliver strategic muscle

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Network Ten today announced a fundamental change to the way its sales force operates, and how it can best serve clients. Ten is the first Australian television network to unify its sales forces for its television and digital media assets as a single operation. It has also created TEN Connect to provide a powerful strategic resource for the sales team and for clients.

Network Ten's national sales manager, Kylie Rogers, said: "This is not about a general philosophy of seeking multi-channel and multi-platform sales opportunities. It is about real action in ensuring every member of our sales team has the capacity to sell right across our portfolio. That means quite literally having our sales team working side-by-side, in the same office, selling all of our numerous assets and extensions of all our channels."

"Those assets include our broadcast channels TEN, ONE and ELEVEN, and our suite of Digital Media assets. Our Digital Media assets include each of our three channel websites, including catch-up TV, and we are the only network to have iPhone apps for each channel, and our catch-up TV content is also able to be viewed via iPads. We also have our equity partnerships in the group buying site OurDeal and the free online dating site Oasis Active. In the not-too-distant future, we will add android and smartphone extensions, and catch-up TV on internet connected TVs and gaming consoles," Ms Rogers said.

"Our agencies and clients benefit as all sales silos are abolished; instead, we can offer greater efficiency and effectiveness, with a multi-skilled sales team who are truly equipped to respond to client briefs in a holistic manner.

"No-one else does this and the agencies tell us they have been crying out for it. We have been progressively implementing this over past months and feedback so far has been highly enthusiastic and supportive," Ms Rogers said.

As a result of the change, Network Ten's Digital Media sales team, headed by Peter Manten, now reports directly to Ms Rogers.

The new strategic unit, TEN Connect, comprises a team of more than 20, headed by Adam Hilton who moves into the role of National Commercial Director – Sales, reporting to Ms Rogers.

TEN Connect is dedicated to delivering quality strategic and multi-platform solutions to advertisers, and brings together five key pillars of:

- **Strategic client solutions** across the Network's television and digital media assets, with the recent addition of a number of sales strategy executives to the team,
- **Sponsorship assets and integration** for which Network Ten is widely recognised as best in market,
- **Creative services** including production and brand-funded specialists,
- **Consumer promotions and competitions**, and
- **Cross-platform campaigns** considering opportunities to amplify client campaigns with our out-of-home inventory in EYE and with strategic partners.

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National Commercial Director – Sales, Adam Hilton, said: “TEN Connect is charged with producing outstanding results for clients. With our three strong broadcast channels, complementary digital media assets, the outstanding out-of-home offer with EYE and the work we are doing with our strategic partners, Ten Connect is in an excellent position to deliver.”

- Ends -

Photographs available on request:

- Kylie Rogers, National Sales Manager
- Adam Hilton, National Commercial Director – Sales

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