

## **The Roar of the crowd comes to onehd.com.au as Network Ten invests in The Roar**

28 January 2011

Network Ten – broadcaster of Australia’s leading sports channel ONE – today announced its investment in The Roar Sports Media, publisher of leading sports opinion website The Roar (theroar.com.au).

The partnership will provide ONE’s online portal (onehd.com.au) with access to The Roar’s expert and fan opinion and community discussion, complementing onehd.com.au’s expert commentary. It will also provide The Roar with a platform for growth as it seeks to expand its online community and advertising revenue.

Network Ten chief digital media officer Nick Spooner said: “The Roar is a perfect fit for onehd.com.au. Not only will it complement our established roster of on-air experts contributing commentary and analysis of Australian and international sport, it adds a compelling point of differentiation from other sports sites: the voice of the fans. Fans can stand alongside the on-air and online experts as a legitimate voice on major sports news and issues.”

“The model of ONE has certainly demonstrated the effectiveness for advertisers in speaking to a targeted and highly engaged audience of sports lovers. With The Roar, the fans value the reactions and opinions, robust debate and deep analysis, while advertisers value the chance to engage directly with high quality user-generated content from a demonstrably committed audience,” Mr Spooner said.

The Roar Sports Media managing director Zac Zavos said: “Australian sports fans are among the most passionate in the world. They crave insight, analysis and the chance to share and debate their sports opinions. News and results are important, but it’s the opportunity to contribute directly which drives our traffic numbers and has created such a strong and informed community of ‘Roarers’. The fact that the user-generated stories on The Roar receive on average five times the number of reads compared with newswire stories on the site suggests the level of community that has been created on The Roar.”

“We’re excited about the opportunities that will come from the investment by Network Ten, as we look to grow our community and attract new advertising revenue,” Mr Zavos said.

The Roar is an Australian sports opinion website which blends expert analysis with discussion and insights contributed by fans. The Roar has more than a dozen professional columnists, and thousands of amateur writers, making it arguably Australia’s largest ‘citizen journalist’ website. Established in 2007, the site has grown rapidly and now attracts an engaged and loyal user base, with 140,000 users visiting the site each month, and a high level of community participation with an average of 16,500 comments per month. More than half a million words are written on the site by fans each week.

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onehd.com.au was launched last month to build on ONE's broadcast brand by giving viewers and advertisers more opportunities to engage with ONE's great sports content. The site features ONE's broadcast content, in addition to coverage of live press conferences, exclusive video content such as extended interviews, as well as scores, results and news for major sporting events in Australia and around the world, and opinion and blogs from some of Australia's leading sports commentators.

The Roar joins onehd.com.au in early March.

The Roar also offers an iPhone application, a daily email newsletter, and a powerful, customised content platform. The Roar powers the fanzones of Rugby.com.au and AllBlacks.com, and is seeking opportunities to expand this established fanzone model.

The Roar Sports Media is majority owned by Conversant Media (<http://www.conversant-media.com/>), an online publisher that also publishes Australian popular culture website, Lost At E Minor (<http://www.lostateminor.com/>).

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