

Aaron Quirk to head cross-platform sales across Network Ten, EYE and DMG Radio

NETWORK TEN



eye™

(((dmG radio australia)))

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Network Ten today announced the appointment of Aaron Quirk in the newly created role of head of cross-platform sales.

In this role, Mr Quirk will be charged with developing and amplifying client campaigns across all the Ten group assets – which encompass Network Ten’s extensive broadcast and digital media assets, as well as EYE’s premium out-of-home inventory – and with strategic partners, notably the DMG Radio group, which spans the Nova radio network, Classic Rock, Koffee, FIVEaa, Star 1045 and NovaNation.

Mr Quirk will work closely with Network Ten national sales manager Kylie Rogers, CEO EYE Australia and New Zealand Mike Tyquin and DMG Radio Australia CEO Cathy O’Connor, in combination with Ten’s new strategic sales unit, TEN Connect, the EYE sales group and the DMG Create sales and strategy team.

Mr Quirk joins Ten in September 2011. He is currently with media agency OMD Australia as business director for Telstra, responsible for the telco’s media planning, buying and implementation across all media partners. He was previously with Carat Global Management (London) as vice president responsible for media buying strategy and management for adidas and a number of other leading international consumer brands across multiple European markets. Over the past two decades, Mr Quirk’s media career has encompassed strategic and account management with a number of leading agencies in the UK, Singapore and Australia.

Network Ten’s national sales manager, Kylie Rogers, said: “There’s immense appetite in market for media businesses to work more cohesively for advertisers and to create greater campaign depth and value.”

“We’re creating a first in this market: this mix of media categories has never before been presented as a cross-platform offering. Together, Ten’s multi-channel broadcast and digital media assets, EYE and DMG Radio reach a combined audience of 7 million people, every day. Network Ten and DMG Radio share highly compatible brand values. EYE brings scale, quality and innovation in premium

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out-of-home environments. That's a powerful combination and we can now partner with clients to build brands through unprecedented reach, awareness and engagement," Ms Rogers said.

CEO EYE Australia and New Zealand Mike Tyquin said: "EYE can bring its impactful out-of-home inventory to work seamlessly with the content-driven broadcast media of Ten and DMG Radio to create substantial additional value for advertisers. We combine creative ideas with the capacity of digital out-of-home media to deliver real interaction with consumers in active locations – including shopping precincts, airports, universities and roadside environments."

"The combination of Network Ten, EYE and DMG Radio adds up to a 360-degree opportunity for advertisers to engage with our audiences – from the home, through their day while driving, flying, shopping, studying and back home again," Mr Tyquin said.

DMG Radio Australia CEO Cathy O'Connor said: "We're delighted to be working with Network Ten and EYE to respond to the market's growing demand for cross-platform solutions."

"We're also thrilled to have someone of Aaron's calibre working with our business. He's an outstanding media executive – with valuable Australian and international experience across a range of client sectors. He understands what clients want and how agencies work. He will steer us in developing campaigns that deliver on the cross-platform promise," Ms O'Connor said.

Mr Quirk said: "The development and delivery of effective and seamlessly integrated cross-platform campaigns is unquestionably the big opportunity – and the biggest marketing challenge – in our sector today."

"In the future, the brands that resonate will be those that go beyond integration and start influencing consumer behaviour. It's exciting to be joining Network Ten right now as it's clear we have the inventory across the Ten and EYE group and with partners like DMG Radio to respond to that opportunity and to create campaigns that connect audiences. I want to be instrumental in driving that change," Mr Quirk said.

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