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NUMBER ONES THIS WEEK:

TV Channel	Seven: 23.7% all people five cap cities
Regional TV	Prime7: 22.9% four-market average
TV program	Winners & Losers; Seven; Tue; 1,554,000
M-F 6pm News	Seven 1,205,000 v Nine 1,022,000
Sub TV	NRL Eels v Cowboys; FoxSports2; 407,000
Single	"On the Floor"; Jennifer Lopez f. Pitbull (UMA)
Album	"Femme Fatale"; Britney Spears (SME)
Movie	Just Go With It (Sony Pictures)
TV Episodes	Modern Family: Boy's Night (Fox)

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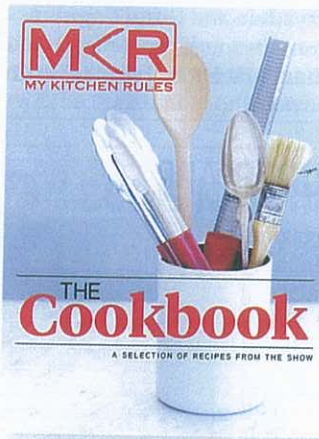
Bikers and Ricky Gervais: ONE broadens primetime offering

"Sport will still play a role on ONE. The changes we are making are about being more competitive and offering a range of broader content to the market." That was Network Ten's chief programming officer David Mott talking about the new positioning of its digital channel ONE. "Some months ago we started to populate the channel with other content and with great effect. Outside of big event sports like the AFL and Formula One, which will remain on ONE, when we did bring in other programming ONE's audience rose over 40%. That indicates to us that viewers will come to ONE not only for their premium sports, and I emphasise premium sports, but also for an HD movie or a show like *Ice Road Truckers*. "We are really taking the channel to the

next level. Lachlan Murdoch came to me and said, "What do you think we can do with ONE?" He liked the sports content, but he wanted to grow the audience. Beverley McGarvey [Network Ten's head of programming] and I sat down and reviewed the market. The bottom line for us was that ONE was underperforming in primetime. We realised we had a strong brand and we reviewed it now that all other channels have revealed their multi-channelling strategies. "The channel will remain faithful to the sport audience. HD is not central to our message, but it will certainly have HD content, something no one else is really doing. Many people wouldn't know that GEM and 7mate are HD channels."

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Cookbook the icing on the cake!



The corporate publishing arm of Seven's Pacific Magazines, Pacific+, has published a one-shot to cash in on the success of its three-nights-a-week cooking show *My Kitchen Rules*. Priced at \$12.95, the 132-page cookbook features 70 recipes from the show, covering entrées, mains, desserts and light meals. All recipes have been tested by the *My Kitchen Rules* team. There is also a range of *My Kitchen Rules* merchandise that has recently been released which coincides with Seven opening applications for series three of the show. The franchise could expand even further next year which could mean even more episodes and a longer run. After constant comparisons to *MasterChef*, the two shows could go head-to-head if *Manu* and *Pete* get to judge the winners of their series later in the year in 2012.

Wimbledon: Game, set & match

The Seven Network has snapped up the FTA rights for Wimbledon for 2011. From the All England Lawn Tennis and Croquet Club Seven will have first selection on the "best two matches" of each day's play through to and including the quarter-finals and will have exclusive coverage of the singles semi-finals and finals and doubles finals in the Ladies' and Men's Championships. This year's Championship commences on 20 June. Seven gets to choose which games it covers each day

for the tournament which is still listed on the government's anti-siphoning list. If the Minister for Communications agrees, the broadcaster will cover the matches live in primetime on its digital TV channels. Although Seven remains the host broadcaster for the Australian Open it has been light on for tennis coverage since Australia got bundled out of the top tier of the Davis Cup. Australia plays China later this year trying to get back into the World Group, but the matches won't be broadcast on Seven.



MEDIaweek TV
Every Thursday at 2.27pm with Kylie Merritt and Mediaweek's James Manning
CHANNEL 602 ON FOXTEL & AUSTAR

Start your engines: David Mott on Ten's plans for ONE

Channel to keep premium sport & adds bikers and truckers to the mix

By James Manning

Target audience/strategy

"It will be a male focused channel. It won't alienate women and we know a lot of women enjoy their sports including the AFL. We will be targeting men 25-54. We think ONE will go a step further [than our competitors] in adding quality. By that I mean not only premium sports, but with quality drama. "We won't be running series that have played on TEN which is also our philosophy for ELEVEN and we will carry that across to ONE. Our message to the market and our audience is: Drama lives here. Premium Sport lives here. Adventure lives here. "There will be a consistency to the schedule we haven't had, particularly in early evening Monday to Friday. Programs that help define the channel will be there week-in week-out." Mott is not looking for a version of 7mate. "We will speak to a strong and loyal audience and the content we are offering will position it differently to all other multichannels. We don't think of ELEVEN or ONE as secondary channels. We have a strong view they are just separate channels.



ONE's non-sport content now includes *Sons of Anarchy*, *Ice Road Truckers* and *An Idiot Abroad*



"We had success with ELEVEN and it's now the #1 multichannel in just about every key demographic."

What's coming to ONE

"*Sons of Anarchy* will premiere in May. That will be the cornerstone of where we take the channel with drama. It's a quality drama that has done very well in the US where it runs on FX averaging around 4m viewers. It won a Golden Globe Award and we have around 40 weeks of the show. That is going to help position the channel as something quite special. "We have secured Ewan McGregor's *Long Way Round* which features him and Charley Boorman travelling from London to New York on motorcycles. It's essentially an adventure series with celebrity and humour. Having them on motorbikes positions it nicely with *Sons of Anarchy*. "We also have the next Ricky Gervais series which has done well for Sky in the UK - *An Idiot Abroad*. Ricky sends [his podcast colleague] Karl Pilkington to visit the seven wonders of the world. It's adventure and suits the male demographic. That will be an Australian premiere." A show coming to ONE that was on TEN, but seen by a small audience late on Mondays, is Ross Noble's *Australian Trip*. *Ice Road Truckers* has been doing good business over 100,000 and that will continue on ONE too. The US series is *Cops* will no longer be seen on TEN and is moving to ONE. "We will also be regularly playing HD movies and we have some brilliant documentaries. We have the next series of *Megastructures Breakdown* and a six-part series called *Everest Beyond The Limit*, plus *Twister Sisters* and *Edge of Existence*, all beautifully shot outdoor adventures that fit the tone of where we see the station sitting."

Mott told us the panel-based AFL and NRL programs would continue. "The early indications are those shows are performing well. *Game Plan*, 8.30pm Thursdays, did over 100,000 viewers so that is a keeper. Those numbers can grow if we provide better lead-ins. "We have a number of sporting commitments we are working through at the moment and from May 8 a lot of the new content will roll out."

Full-time whistle

Mott told *Mediaweek* there will be a number of sports that won't be renewed when the contracts expire. "We will look at what has performed in the past and what hasn't. Some of the more niche sports probably won't find a home [here]. This is no different than any other channel reviewing what works and what brings in revenue."

ELEVEN

"Our CBS partners in the joint venture and ourselves are thrilled with the channel's performance. From a revenue point of view it's been well sought after [by advertisers], not only in primetime, but daytime too where we are also #1. We have just bought the *Lady Gaga* special which we'll broadcast in May."

David White and ONE

Ten Network revealed recently that network general manager of sport David White would be leaving the business as soon as the AFL contract negotiations are finalised. Sports production will continue to report to the head of sport production, David Barham. ONE's program scheduling, promotions, publicity and marketing team will be reintegrated into the network programming team. Mott told us: "What ONE has achieved under David White's leadership in the brave new world of multichanneling has been sensational. The brand positioning of ONE is very clear and identifiable. We certainly won't be throwing out the baby with the bathwater in terms of what David has achieved since March 2009."

MasterChef

We asked Mott if he was surprised to hear that Shine offered *MasterChef* to Seven during recent contract negotiations. "That's all done and dusted now. When you have such a major property it's no surprise to hear it would have been looked at by all broadcasters."

BRAND POSITIONS

- TEN "The *MasterChef* channel with big, broad family entertainment."
- ONE "Male profile with motorsport, AFL and *Sons of Anarchy*."
- ELEVEN "Youthful audience watching *The Simpsons* and *Neighbours*."