

Ten gets digital busy with apps & The Roar

iPhone apps for TEN & ELEVEN, plus sports content investment



Nick Spooner

Network Ten launched its new iPhone apps for two of their channels – TEN and ELEVEN – in early January. Network Ten chief digital officer **Nick Spooner** told *Mediaweek* that work is ongoing with an app for

ONE HD which will be released soon.

The TEN app got a good workout from *Mediaweek* editor **James Manning** when he found himself in Europe with no TV access. He powered up the TEN app and was able to watch breaking news about the Queensland floods. When he tried to access the ABC NEWS 24 iPad app it failed to load as it was unable to broadcast its content outside of Australia.

“We have no problems with rights issues for most of our news content,” confirmed Spooner as they of course own all copyrights for news stories they cover in Australia.

Both apps are free and Spooner told us that take up has exceeded their expectations. **He was unable to quote exact download numbers, but he did indicate they were in the hundreds of thousands.** For a time after their launch, both the TEN and ELEVEN apps were #1 and #2 in the iTunes app store. Even now several weeks after release, the TEN app still sits in the top 20 with the ELEVEN app just inside the top 50. The TEN app is by far the more popular and it has attracted over 200 five-star reviews.

Part of the success of the app is TEN making sure it puts programming up quickly after it's gone to air. **“We have a strategy of different shows for different platforms,”** said Spooner. **“Many of the news programs are available on the app, while *The 7PM***

Project for example is available at the TEN website.”

While only iPhone apps have been released so far, Spooner indicated they were hard at work on versions for Android phones. **“There's no iPad app at this stage as we need to wait until we have one that will work with the browsers. We do have integration of Twitter and Facebook on the apps with the aim of building a community.”**

Another offering on the app that users seem to warm to is the EPG that covers not only Network Ten channels, but all other FTA offerings, and get this, most of the Foxtel channels too! The app is put together for Ten by HWW who compile program guides for just about everybody including Foxtel, ninemsn, Yahoo!7, Fox Sports and all the mobile phone carriers.

Ten's apps have been developed by a number of outside specialists including Tiger Spike. Other media clients for that digital development company include Channel [V] (a Blackberry app) and News Limited (iPad apps for *The Australian* and the tabloid metro dailies).

It's been a busy month for Network Ten's chief digital officer Spooner with the recently announced investment in The Roar Sports Media, publisher of sports opinion website The Roar. **The new content available to Ten will significantly enhance its recently relaunched ONE HD website** when the content is made available to onehd.com.au visitors from March.

“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,” explained Spooner. **“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.”

The Roar has more than a dozen professional columnists, the best-known perhaps being *Sydney Morning Herald* rugby columnist **Spiro Zavos**.

There are also thousands of amateur writers, making it what Ten calls “arguably Australia's largest ‘citizen journalist’ website”. Established in 2007, **the site now attracts 140,000 users each month** and an average of 16,500 comments per month. **More than half a million words are written on the site by fans each week.**

The Roar also offers an iPhone application, a daily email newsletter, and a 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/>).



DIGITAL BYTES

The **IAB** announced it had received five submissions for its Online Audience Measurement (OAM) Services tender issued late last year. IAB's Technical Review Group has commenced reviewing the written submissions and met with each of the organisations which presented their submissions in person. **The five submissions were received from Colmar Brunton with Gemius, ComScore, Nielsen Online, Roy Morgan Research with Effective Measure and Vizisense.** Of the OAM submissions received, all have come from Australian organisations or Australian offices for inter-

national brands. Two submissions are joint: Colmar Brunton is partnering with European online audience measurement agency Gemius while Roy Morgan Research has partnered with Australian online audience measurement company Effective Measure. An announcement of the preferred supplier will be made soon.

Digital agency **Amnesia Razorfish** has launched Amnesia Connect – software which allows instant and seamless sharing and transfer of content such as photos, music or embedded apps between multiple handheld devices using a Microsoft Surface table with a single gesture.

Developed inhouse, it can be viewed at Vimeo.com/18859503. Amnesia Razorfish founder and executive creative director **Iain McDonald** declared that “the previous barriers which stood in the way of getting content on or off your phone have been completely removed with this software. In the past device integration like this has been mainly confined to Hollywood movies or smoke and mirror demos, so we set ourselves the challenge of making it real.” The Amnesia Connect software works with all Apple iOS devices and is being developed to work seamlessly with Android, Windows Phone and Blackberry smartphones.