

## Network Ten Makes Its Mark

- Cuts Carbon Emissions by 18%

3 April 2009

Network Ten today announced it had set an industry-first milestone by reducing its carbon footprint by 18 per cent, more than any other commercial free-to-air television network, and achieving more than 50 per cent of its 2020 emissions reduction target.

Based on an independent review, the reduction represents significant energy, resource and operational efficiencies achieved as part of *Making Your Mark*, the Network-wide sustainability initiative.

*Making Your Mark* is based on the principle that everyone can make a difference to the environment and that as a media entity, Network Ten can positively influence others to take action on climate change. Network Ten is reducing its energy consumption, minimising water usage, significantly cutting waste sent to landfill and educating viewers to do their bit. The Network has set an aggressive emissions reduction target of 30 per cent by 2020.

Network Ten chief executive officer, Grant Blackley announced the milestone on the first anniversary of *Making Your Mark*.

"Network Ten has taken an industry lead by critically addressing our environmental credentials. We've incorporated green thinking into virtually every aspect of our business," Mr Blackley said.

Further *Making Your Mark* milestones achieved in Year One include:

- Australia's first commercial free-to-air environmental News unit, with a dedicated environmental reporter
- a dedicated *Making Your Mark* on-air education campaign, reaching 100 per cent of the metropolitan audience (5 mainland capital cities) over 12 months
- increased environmentally-themed programming content including a *Making Your Mark* long weekend in June 2008, reaching 6 million viewers
- allocation of on-air time for environmentally-themed community service announcements, valued at \$2.7 million
- the first 'green' AFL season, with the offset of emissions from the production of TEN's 2008 AFL coverage
- *Making Your Mark* advertising breaks for clients who have a positive impact on the environment
- a dedicated *Making Your Mark* environmental website for viewers, reaching 21,000 unique visitors over 12 months

- a Network-wide recycling system, reducing waste sent to landfill by 41 per cent (or 281 tonnes)
- a reduction in energy consumption of 1 per cent, resulting from energy efficiency measures including adjusting air conditioning systems and mandatory switch-off policies for lighting and equipment not in use
- community grants valued at more than \$100,000 awarded to 40 individuals and community groups for local environmental projects in conjunction with the Telstra Environment Awards.

"Network Ten is leading the charge for a sustainable future. We took this step because of our responsibility to our viewers, clients, suppliers, shareholders and employees to be both a successful and sustainable business," Mr Blackley said.

"Network Ten's dedicated focus over the past twelve months has positioned us as an industry leader on environmental issues, resulting in our inclusion on the FTSE4Good Index, the leading global responsibility index. This sends a very powerful message to investors about the quality of our environmental practices."

– ends –

**Contact:**

Gabrielle Crittenden  
Manager, Corporate Communications  
02 9650 1471