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Network Ten adds to expanding sports portfolio

Network Ten today detailed a number of recent sports rights acquisitions as it builds an ever-expanding slate of quality sports content for TEN and the Network's 24-hour digital sports channel, ONE.

Network Ten CEO, Grant Blackley, said: "We continue to critically assess opportunities in the market and secure attractive sports content of interest to our viewers and advertisers."

"Recent rights acquisitions span golf, swimming, cycling, boxing, netball, and motorsports – including an historic agreement that will see MotoGP broadcast exclusively on free-to-air television for the first time from next year," Mr Blackley said.

"Importantly, these rights deals ensure we are continuing to build and diversify the offering on ONE, adding to our extensive line-up of non-stop domestic and international sports action and locally produced sports shows."

"In only three months, ONE has reached 4.45 million people in Network Ten's 5-city metropolitan broadcast market. It is reaching over 2 million people every week," Mr Blackley said.

The highest rating unique (non-simulcast) program on ONE was last week's FIA Formula One World Championship, which drew an average audience of 197,000 viewers (peak of 303,000).

Recent sports rights acquisitions include:

Swimming

- World Swimming Championships – 4-year deal commencing with Rome July 2009 and including Dubai in 2010, Shanghai in 2011 and Istanbul in 2012, as a prelude to the next Commonwealth and Olympic Games, and adding to our extensive swimming coverage as exclusive broadcast partner for Swimming Australia.

Cycling

- World Cycling – road cycling world championship, Switzerland September 2009 and Melbourne Australia 2010.

Boxing

- New 'Superboxer' series – some of Australia's best professional boxers in action over four fight nights throughout July 2009, all televised live and exclusive on ONE.

Netball

- International Netball Super Series – Manchester October 2009, adding to our exclusive coverage of the ANZ Championships and all of the Australian Netball Diamonds test matches.



Moto GP

Historic 5-year agreement with Dorna Sports that will see MotoGP broadcast exclusively on free-to-air television for the first time from 2010. Includes:

- All MotoGP races and all supporting 125cc and 250cc races broadcast LIVE on ONE.
- Network Ten will simulcast LIVE the Australian MotoGP round from Philip Island as well as other MotoGP events in the Australasian time zone and those taking place in America.
- All other MotoGP races will be broadcast on same-day delay on TEN around 11 pm.
- ONE will show full replays of all MotoGP races, all qualifying races and highlights of 125cc and 250cc races in prime time each week following the race.
- Includes all digital media rights.

Le Mans

- 24-hour endurance motor race, from 2009 for 5 years.

Golf

New rights and extensions to existing agreements that will see TEN and ONE broadcast a minimum of 22 premium golf events in 2010 and beyond. Rights include:

- Australian Open - exclusive 3-year deal to broadcast the Australian Open from December 2009 (first time on Network Ten).
- ONE Asia Super Series Golf - Exclusive 3-year deal to broadcast the new ONE ASIA Super Series.
- Exclusive 5-year extension to broadcast Australian PGA Championship and other domestic events.
- Exclusive 5-year extension to broadcast World Golf Championships.

Ratings: Source OzTAM 5 City Metro Wks 16-26 2009. All simulcast programming (TEN and ONE) is reported solely as a combined number shown in TEN's viewing figures. There is no separate ratings data available for ONE when programming is simulcast with TEN.

For more information:

Jeannette McLoughlin
Head of Corporate Communications
Network Ten
02 9650 1012

Stacey Mair
Communications & Publicity Manager - Sport
Network Ten
03 9275 1121

