



Press Release



29 June 2009

Network Ten adds Australian Open and ONE ASIA Super Series events to expanding golf portfolio

- Exclusive 3-year deal to broadcast Australian Open
- Exclusive 5-year extension to broadcast Australian PGA Championship and other domestic events
- Exclusive 5-year extension to broadcast World Golf Championships
- Exclusive 3-year deal to broadcast new ONE ASIA Super Series

Network Ten today announced a suite of new golf tournaments and extensions to existing agreements that will see TEN and the Network's 24-hour sport channel, ONE, broadcast a minimum of 22 premium golf events in 2010 and beyond.

Headlining the new additions is the Australian Open which comes to Network Ten for the first time. The exclusive 3-year deal will see all four days of the Australian Open simulcast on TEN and ONE. There will be unique content on ONE as well as replays of each day's play.

The 2009 Australian Open will be played at the picturesque New South Wales Golf Club from Thursday 3 December to Sunday 6 December.

Network Ten has also added an exclusive 5-year extension to its agreement with the PGA of Australia that will see the Australian PGA Championship and other domestic events including the Moonah Classic broadcast on both TEN and ONE. In addition, ONE will continue its exclusive coverage of three World Golf Championship events.

To add further depth to the portfolio, Network Ten has also secured an additional 11 events as part of the new ONE ASIA Super Series.

Network Ten also has the rights to broadcast two of golf's major championships, the Masters and the US Open as well as the 2010 Ryder Cup.

Network Ten's golf coverage over the Australian summer will also be supported by additional dedicated golf programming.





Sharing one passion. Sport

In making today's announcement, Network Ten's general manager - sport, David White, said: "The Australian Open is undoubtedly one of the country's most prestigious golf tournaments and we're delighted to see it come to TEN and ONE later this year. We are also very pleased to confirm our continued partnerships with the PGA of Australia and ONE ASIA that will see TEN and ONE deliver premium golf coverage to the widest possible audience."

Golf Australia CEO, Stephen Pitt, added: "We're delighted to welcome Network Ten as our broadcast partner for the Australian Open for the next three years. Network Ten's commitment to golf and the Australian Open makes them an ideal partner for us, particularly when you factor in the immensely successful 24-hour sport channel, ONE. We especially like the Network's vision for the Australian Open and we are excited about the benefits the partnership will bring to the Championship and the game of golf."

PGA of Australia CEO, Max Garske, agreed by stating: "Network Ten should be commended for their ongoing commitment to broadcasting world-class golf into millions of Australian homes each year. Network Ten's dedication to Australian golf is unrivalled and the PGA of Australia again look forward to partnering with the Network for the Australian PGA Championship, Moonah Classic and a host of other domestic and regional tournaments."

For more information:

Stacey Mair

Communications & Publicity Manager - Sport
Network Ten

P: 03 9275 1121 M: 0402 818 735

E: smair@networkten.com.au



one
HD

Sharing one passion. Sport

