

## TEN SIGNS ITS FIRST INTEGRATED SPONSORSHIP FOR AUSTRALIAN IDOL

*KFC: Can't Beat The Lure of Idol 2009*

3 June 2009

Network Ten is delighted to announce KFC as its first Tier One sponsor for the seventh season of TEN's big event franchise, *Australian Idol*.

In a deal covering broadcast and digital, KFC will use an integrated sponsorship package, comprising a combination of television and on-line formats to associate the KFC brand with Australia's favourite quest to discover its latest singing sensation. The KFC sponsorship includes:

- TV commercials and billboards
- competitions and consumer promotions; and
- branded content on the official *Australian Idol* website.

TEN's chief network sales officer, Vance Lothringer, said: "KFC has had a long-standing involvement with some of TEN's hottest entertainment properties, as well as new hit shows like *Talkin' 'bout Your Generation*. This year we're also excited to welcome KFC to one of our most sought-after and popular big event entertainment formats."

"We look forward to presenting the KFC brand to an even wider audience through some fun in-program and on-line integration," Mr Lothringer said.

KFC marketing director, Pedro de Martini said: "KFC is excited to take its long and successful partnership with Network Ten to a new level with this integrated sponsorship of *Australian Idol*."

"*Australian Idol* is an exceptional sponsorship opportunity and a perfect fit for our brand. The program is inspirational and uplifting and appeals to Australians of all walks of life, just like our customers," Mr de Martini said.

In 2008, *Australian Idol*'s Sunday night show had an average audience of 1.22 million viewers and won its timeslot in 18-49 with a 40.2% share, 16-39 with a 42.6% share and 25-54 with a 38.3% share. In 2008, the *Australian Idol* website attracted an average of 115,000 unique visitors each week.

*Australian Idol* returns soon with a two-hour mega episode each Sunday night.

**For more information, please contact:**

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