

MEDIA RELEASE

MCN goes live with Dynamic Trading on Network Ten

MCN evolves free-to-air television trading in Australia

Australia, Monday, 13 February 2017: Multi Channel Network (MCN) is establishing a new benchmark for highly targeted and efficient television trading on Australian free-to-air channels by now offering its innovative Dynamic Trading model on Network Ten. The announcement follows a successful trial of the model across Network Ten's channels at the end of 2016.

This latest technical evolution for MCN and Network Ten's partnership follows the latter's move to the Landmark system in May 2016. It means MCN will now offer advertisers the opportunity to trade audiences rather than just airtime across Network Ten, helping improve targeting and audience campaign delivery. The rollout will progress over 2017 with selected partners.

MCN's premium trading product uses up-to-date audience predictions to respond to changes in viewing behaviour, in turn, optimising campaign placement. In 2016 MCN demonstrated the success of this Dynamic Trading model by meeting the end-of-year goal to deliver 60 per cent of all Foxtel advertising campaigns through Dynamic Trading. The achievement reflected the market's enthusiasm around dynamic trading, as well as MCN's ability to deliver results.

MCN Chief Sales and Marketing officer, Mark Frain, said: "As the industry landscape becomes increasingly more complex, sophisticated and automated tools like Dynamic Trading play a significant role in helping advertisers trade with greater ease, flexibility and efficiency. This is the future of the television industry, and we're excited to be the first to deliver it on free-to-air in Australia in partnership with Network Ten.

"Our proven model combined with Network Ten's continual audience growth momentum and highly anticipated programming suite for 2017 creates more effective and efficient campaigns for advertisers. It's an important shift for Network Ten, but more so for the Australian television industry as a whole."

Network Ten Director of Revenue and Client Partnership, Rod Prosser, said: "Ten's partnership with MCN continues to deliver improvements and innovations for our advertisers and the introduction of Dynamic Trading across Network Ten is another great step forward.

"As audiences continue to grow across our portfolio, through our MCN partnership, we are able to offer advertisers better integrations and greater engagement.

"The next step for us all is the introduction of Dynamic Trading to provide both advertisers and agencies the benefit of buying the audiences they want, with ease and efficiency," he said.

Carat Sydney's Head of Implementation and Investment Operations, Louise Romeo, said: "In 2017, we continue to pioneer Carat's vision of helping our clients navigate through the digital economy. This means we are driving and leading areas such as automation, better targeting and programmatic investment.

"At Carat, we have always been early adopters of automation technology as this allows us to effectively target consumers, remove the volatility around audience performance, as well as deliver greater efficiencies for our clients within their screen strategies. In collaboration with MCN, we were able to test automation beyond STV and onto Network Ten for a number of our clients and there have been positive results on campaign delivery. We are always looking for ways to improve how we have traditionally approached media and have been working with our partners to take advantage of MCN's landmark platform to deliver real growth and improved business results for our clients."

- Ends -

Further information:

MULTI CHANNEL NETWORK

Louise Proctor, Launch Group

Louise@launchgroup.com.au

Ph: (02) 9492 1000/ 0452 574 244

About MCN: MCN is Australia's leading media sales company, representing the advertising interests of Foxtel, Network Ten, FOX SPORTS, Telstra Media, plus many other premium content brands.

Accounting for the biggest commercial audience share of television and the largest broadcast-quality digital video network in Australia, MCN represents 15 capital-city free-to-air channels from Australia's fastest growing free-to-air network, Network Ten, 71 premium subscription television channel brands across Foxtel, 117 premium digital publishers, plus online catch-up and streaming TV services tenplay and Foxtel Go.

MCN also represents 31 Digital-Out-Of-Home-TV screens and partners with Qantas to manage its domestic and international inflight entertainment network. MCN is a partner in MBX, a programmatic advertising exchange with NewsCorp.

A pioneer of innovative digital advertising solutions, MCN has led the development of local and world leading initiatives including Australia's largest TV audience panel, Multiview, Australia's most advanced trading platform, Landmark, and the world's first integrated programmatic private marketplace for TV.

Established in 1997, MCN is a joint venture between Foxtel, FOX SPORTS and Ten Network.

About Network Ten: Network Ten is a division of Ten Network Holdings, one of Australia's leading entertainment and news content companies, with free-to-air television and digital media assets. Ten Network Holdings includes four free-to-air television channels – TEN, TEN HD, ELEVEN and ONE – in Australia's five metropolitan markets of Sydney, Melbourne, Brisbane, Adelaide and Perth, plus the online catch-up and streaming service tenplay.