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Network Ten A Big Winner At ASC Media Awards. KFC Big Bash League Wins Best Coverage Of A Sporting Event. Women's Big Bash League Wins Best Coverage Of Women In Sport.

Network Ten was a big winner at the 2016 Australian Sports Commission (ASC) Media Awards last night, collecting awards for both the **KFC Big Bash League** and the **Rebel Women's Big Bash League**.

The network's coverage of the 2015-16 **KFC Big Bash League** season took the top honour in the prestigious Best Coverage Of A Sporting Event By A Media Organisation category.

The other nominees in the category were Fox Sports' coverage of the A-League Grand Final, Seven Network's Rio 2016 Olympic Games coverage and ABC Grandstand's Rio Olympics coverage.

Network Ten was also honoured in the hotly-contested Best Coverage Of Women In Sport category for the 2015-16 season of the **Rebel Women's Big Bash League**.

The other nominees in that category were ABC Radio National for "Inside The Matildas' Strike", ABC's *Australian Story* for "A League Of Their Own", Channel Nine for "Challenging The Way You Think About Women In Sport" and *The Age* for "Sport's Continuing Battle For Gender Equality".

The awards were judged by a panel of industry experts and recognise media organisations that delivered exceptional coverage of sporting events during the nomination period.

Last night's victory marked the second time in three years that Network Ten and the **KFC Big Bash League** have won the Best Coverage Of A Sporting Event By A Media Organisation award. The previous time was in the 2014 awards, which were presented in November 2014.

The 2016 ASC Media Award adds to Network Ten's growing collection of honours for its **KFC Big Bash League** coverage, including the Most Outstanding Sports Coverage prize at the 2016 *TV Week* Logie Awards.

Network Ten was also a finalist in the Best Profiling Of An Athlete, Team Or Coach – Broadcast Media category for Mark Howard's remarkable report for **RPM** on Australian stuntman, action athlete and Super Truck driver Matt Mingay.

Network Ten Chief Executive Officer, Paul Anderson, said: "We are very honoured to receive two 2016 ASC Media Awards and very proud of all our winners and nominees.



“The partnership of Cricket Australia and Network Ten has taken T20 cricket to a new level, with record attendances and huge television audiences across the Australian summer.

“Our **KFC Big Bash League** and **Women’s Big Bash League** on-air and production teams are world-class and both awards are a great recognition of their fantastic work,” he said.

Network Ten’s Network Executive, BBL, David Barham, said: “This is a very proud night for everyone at Network Ten. To win best sport coverage for both the men and women competitions with our coverage of the **KFC Big Bash League** and the **Rebel Women’s Big Bash League** is very exciting.

“The **KFC Big Bash League** has now established itself as an important part of the Australian summer sporting calendar. It is remarkable that in just a few years, a local domestic cricket competition rivals and often out-rates one of the four world tennis majors.

“The **Women’s Big Bash League** has been a revelation. Our strong commitment to what is a fast developing and critically important part of cricket in Australia has been important in the growth of this competition. We are very proud of the way we have covered it and delighted to be recognised for that.

“Ten has taken T20 cricket to a whole new audience and brought innovation to the way cricket is seen on television. Our exciting and contemporary on-air teams have changed the way cricket is broadcast, in both the men’s and women’s games, bringing entertainment and sport together in a unique way,” he said.

“We are very proud of these awards, and congratulate our partner Cricket Australia, all the **KFC Big Bash League** and **Women’s Big Bash League** teams, players and fans, and everyone at Network Ten.”

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