



14 March 2017

Network Ten Announces Melbourne Executive Appointments.

Network Ten today announced the appointment of Toni Skaife as General Manager, Melbourne and Content Business Affairs, and the appointment of Rod Prosser as Executive General Manager, Revenue and Client Partnerships, based in Melbourne.

Ms Skaife was previously Head of Production and Business Affairs, and takes up her new role immediately. As General Manager, Melbourne, she will report to Network Ten Chief Executive Officer, Paul Anderson. In her Content Business Affairs role, she will continue to report to Network Ten Chief Content Officer, Beverley McGarvey.

Mr Prosser, who was previously Director of Revenue and Client Partnerships and General Manager for Network Ten in south-east Queensland, maintains his national revenue and client responsibilities and will relocate to Melbourne in mid-2017. He will continue to report to Mr Anderson. His successor in south-east Queensland will be announced soon.

Mr Anderson said: "The appointment of Toni Skaife to this new role and the relocation of Rod Prosser to Melbourne represents a significant strengthening of Ten's management team in Melbourne.

"Melbourne is a vitally important market to Ten, in terms of both our productions and our advertising and media partnerships.

"Network Ten has a very strong connection to the television production industry in Melbourne. Many of our key productions are made in Melbourne, including **MasterChef Australia, The Project, Have You Been Paying Attention?, Family Feud, Offspring, The Wrong Girl** and **Neighbours**," he said.

"Ten and our partner Multi Channel Network ['MCN'] also have very strong relationships with important advertisers and agencies in the Melbourne market.

"Toni and Rod are two of our best and most experienced senior executives and I am delighted that they have agreed to take on these new roles," Mr Anderson said.

Ms Skaife joined Network Ten in 1996 and has held roles such as Business Manager of Network Production, Network Business Manager of Production and Programming, and Head of Production and Business Affairs.

Ms Skaife said: "I am delighted to accept this opportunity. I'm tremendously proud to be a part of Network Ten and the programming resurgence we have achieved under the skilful



guidance of Beverley and Paul. In particular, I'm proud of our excellent track record in Melbourne delivering a production slate that resonates greatly with our audience.

"Our charter is to further strengthen Ten in Melbourne, utilising our talented and hardworking team. We're also fortunate to have many of our key independent producers based in Melbourne and I look forward to further consolidating our relationships with them," she said.

Mr Prosser joined Network Ten in 2010 as Brisbane Sales Director after working in senior Sales roles at ACP Magazines and Nine Network.

He was appointed Sydney Sales Director in 2011, National Head of Trading and Sport Sales in 2013, and General Manager of Network Ten's Brisbane and south-east Queensland station, TVQ, in 2014. He took on the additional role of Director of Revenue and Client Partnerships in 2016.

Mr Prosser said: "At Ten, we are constantly focused on how we can best structure the business to deliver greater results for our advertisers and commercial partners. I'm confident that these changes, underpinned by our successful partnership with MCN, position us well for the future.

"I've been extremely fortunate during my tenure as General Manager, south-east Queensland, to have worked with such a talented group of people. As I make my move to Melbourne, I look forward to handing over the reins to someone who is equally as passionate about the Queensland market."

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