

13 April 2018

A Statement From Network Ten.

Network Ten today issued the statement below in relation to cricket television rights negotiations.

Network Ten Chief Executive Officer, Paul Anderson, said: “We are disappointed that our bid for the cricket television rights was rejected.

“Network Ten turned the Big Bash League into the television phenomenon it is today and one of the most popular sports in Australia, a sport that all Australians were able to enjoy for free. We had planned to extend that innovation to other forms of the game.

“Network Ten and our BBL team led by David Barham revolutionised the way cricket is broadcast in Australia and attracted new, younger viewers to the game. At the same time, we invested heavily in the Women’s Big Bash League, broadcasting matches in prime time for the first time and raising its profile significantly.

“We are proud of everything we achieved with the BBL and WBBL,” he said.

For more information, please contact:

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