



1 August 2018

Network Ten and MCN to conclude advertising sales agreement

Network Ten and Multi Channel Network (MCN) today announced they will cease their advertising sales representation arrangement, effective at the end of a transition period.

Network Ten and MCN will work together in the coming months to implement an orderly disengagement process. In the meantime, business will continue as usual and MCN will continue to receive all Network Ten sales bookings in the ordinary course until the end of 2018. Further updates will be provided jointly by Network Ten and MCN in due course.

Network Ten Chief Executive Officer, Paul Anderson, said: "MCN has been a valuable partner to Network Ten. Together we have achieved some great results and introduced many industry-leading initiatives. In an industry undergoing rapid change, Network Ten is making a strategic shift in sales to more closely align with CBS across all platforms. I would like to send my sincere thanks to Anthony Fitzgerald, Mark Frain, and everyone at MCN for their enormous contribution over the last three years. We will continue to work closely together to ensure a smooth and stable transition period."

Multi Channel Network CEO, Mark Frain, said: "MCN is extremely proud of the many achievements accomplished in partnership with Network Ten. Throughout our relationship we have delivered outstanding results for Network Ten as evidenced by a significantly improved revenue to audience power ratio, whilst in parallel driving a new chapter in their data and automation proposition. We wish Network Ten all the success for their next chapter. MCN remains a dynamic, market leading company that will continue to innovate the media market and our next chapter will see a number of new and exciting changes that will strengthen the business and ensure its ongoing success."

Ends.

For more information, please contact:

Vida Scott

Head of Communications

P: 02 9650 1575. M: 0401 435 309

E: vscott@networkten.com.au

Sarah Tucker

Group Marketing Manager, MCN

P: 02 9290 6610 M: 0466 805 364

E: sarah.tucker@mcn.com.au