



14 May 2018

Make Your Day With ten daily. Network Ten's New Website Launched Today.

Network Ten today launched **ten daily**, a fresh and exciting website that brings Australians the latest and best in news, entertainment, lifestyle, food, opinion and sport content.

The standalone, mobile-optimised website has a strong focus on short-form video, drawing on the resources of Network Ten, the home of some of the most iconic and talked-about television content in Australia, including **MasterChef Australia, The Bachelor Australia, The Bachelorette Australia, Australian Survivor** and **The Project**.

ten daily is also the home of exclusive content from Network Ten's on-air talent and the **ten daily** editorial team.

Contributors to **ten daily** include Lisa Wilkinson, Sandra Sully, Waleed Aly, Joe Hildebrand, Hugh Riminton, Sarah Harris, Angela Bishop and Matt Burke.

The launch of **ten daily** highlights Network Ten's ongoing commitment to expanding its digital media business and giving Australians access to content whenever they want it, wherever they are and on whatever device they are using.

The new website joins Network Ten's industry-leading digital platform **tenplay**, which remains the home of multi-screen online catch-up and live streaming, and averages 2.85 million unique visitors a month (Source: Adobe Analytics, April 2017 to April 2018).

Optimised for the mobile experience, but accessible on all devices, **ten daily** offers smart, snackable and highly shareable video content stories. Its website, social channels and newsletters tap the growing demand for short-form content and create a new way for people to connect and engage with Network Ten's content, on-air presenters and much more.

The new digital initiative is led by two of Australia's most experienced and respected journalists – Executive Editor Lisa Wilkinson and Managing News Editor Sandra Sully – plus Managing Editor Melinda Cornford and Network Ten General Manager, Digital, Liz Baldwin.

Network Ten Chief Content Officer, Beverley McGarvey, said: “The heart of our business is to create compelling, premium content that connects with people across all screens.

“Ten has always differentiated itself by being brighter, younger and louder than our competitors – an ethos clearly demonstrated with **ten daily**.

“**ten daily** is the ideal platform to bring Australians brand-safe, family-friendly entertainment in an entirely new and exciting way. At the same time, it fits our strategy of building Network Ten’s audiences on different platforms,” she said.

Lisa Wilkinson said: “We are delighted to be able to present **ten daily** to Australia. It is very exciting to be able to expand Network Ten further into the digital space, complementing our existing home of catch-up viewing and streaming, **tenplay**, with smart, snackable and shareable news.

“Focusing on entertainment, lifestyle, food, opinion and sport content, **ten daily** provides audiences with a new and engaging way to connect with Ten programs, talent and plenty more.

“With so much fantastic Ten content already available and even more brilliant, bespoke content to come, I am certain **ten daily** will become a must-visit daily digital destination,” she said.

Sandra Sully said: “We have a dedicated team of professional journalists across the country, who now have another platform to engage with viewers and showcase their skills, insights, and expertise with immediacy and impact.

“It’s real news in real time. Relevant issues, views and debate – I can’t wait.”

Liz Baldwin said: “We have created **ten daily** to complement our industry-leading **tenplay** platform, which continues to attract new users.

“While **tenplay**’s peak audience times are at night, **ten daily** is designed to engage with consumers around the clock, in particular, from breakfast to early evening. It will capitalise *and* build on the compelling content Network Ten produces for all screens, as well as offering advertisers an ‘always on’ platform outside traditional broadcast times.

“Many of our on-air stars and presenters will be part of **ten daily**, giving consumers and advertisers a compelling and exciting new way to connect with great content. At the same time, the **ten daily** team will be creating original, compelling content,” she said.

Offering a wealth of powerful opportunities for advertisers to leverage right from launch, **ten daily** presents ample video advertising opportunities across news, entertainment and lifestyle verticals.

ten daily also offers a number of innovative advertising opportunities, led by “ten stories”, Network Ten’s native proposition.

Fusion Health has been confirmed as the official launch partner for **ten daily** and, to celebrate the launch of the new site, it is giving people the opportunity to win a luxurious holiday for four at Byron Bay.

To check out **ten daily**, please go to www.tendaily.com.au

ten daily: A Quick Guide.

- **ten daily** is a standalone, mobile-optimised website, with a strong focus on short-form video.
- **ten daily** offers deep content covering news, entertainment, food, lifestyle, celebrity, sport and much more, plus a fresh and unique take on the top stories of the day.
- Network Ten is home to the most viral shows and influential voices. These now have an additional home on **ten daily**.
- **ten daily** offers exclusive content from Network Ten programs, plus exclusive content from Network Ten’s on-air talent and the ten daily editorial team.
- **ten daily** Executive Editor Lisa Wilkinson is one of Australia’s most respected and experienced journalists.
- **ten daily** Managing News Editor Sandra Sully is one of Australia’s most respected and experienced television news presenters and reporters.
- **ten daily**’s key target market is people aged 18 to 39, slightly younger than the primary TEN channel’s target market of 25 to 54s.
- **ten daily**’s news content will be sourced from **TEN Eyewitness News First At Five**, TEN News social channels, **ten daily** social, the work of **ten daily** journalists and wire services.
- Network Ten’s **tenplay** digital platform is a long-form online catch-up and streaming service. **ten daily** offers short-form content, designed to be consumed throughout the day.

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