

1 August 2018

Network Ten Announces New Advertising Sales Department.

Network Ten today announced the establishment of a new Advertising Sales department, headed by Rod Prosser in the role of Chief Sales Officer.

Mr Prosser, currently Network Ten's Executive General Manager, Revenue and Client Partnerships, will report to Network Ten Chief Executive Officer, Paul Anderson.

This follows today's announcement that Network Ten's Sales representation agreement with Multi Channel Network (MCN) will cease after a transition period. MCN will continue to receive sales bookings for Network Ten until the end of 2018.

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. Further updates will be provided jointly by Network Ten and MCN in due course.

Mr Anderson said: "Today is a significant day in Network Ten's history, as we continue to build and invest in our business.

"Under new ownership, we are making a strategic shift in Sales to more closely align with CBS across all platforms. Our priority is to monetise our premium video content to accommodate changing viewing habits and provide measurable and transparent value for our clients. Controlling the selling function in-house is the best way to achieve that.

"CBS has solutions, experience and systems in many key sales areas, including data, addressable advertising and dynamic trading. Ten's new Sales platform will fully leverage the expertise of CBS.

"MCN has been a valuable and important partner to Network Ten over the past three years. Together we have achieved some great results and introduced many industry-leading initiatives. I would like to thank everyone at MCN for their contribution to our business," he said.

"As we've said since the announcement of the acquisition, we see many ways for CBS and TEN to work together to help grow their business," said Armando Nuñez, President and Chief Executive Officer, CBS Studios International. "We look forward to integrating infrastructure, technology and other CBS resources to enhance TEN's new sales operation and bring value to Australian advertisers and brands."

On Mr Prosser's appointment, Mr Anderson said: "Rod is one of the most experienced and well-connected sales executives in the business and a passionate advocate for our great content. He has achieved a great deal at Ten over the last eight years and will do a great job developing and leading Ten's Sales operations into the future."

The Network Ten Sales department will include a new digital unit, TEN Interactive, which will be underpinned by CBS Interactive's global technology platform, as well as a new commercial, strategy and integration team focused on delivering premium ideas, sponsorships and integration opportunities across the company's suite of brands.

Network Ten will also launch a new automated trading platform, TEN Exchange.

Mr Prosser said: "Today marks the beginning of a new and exciting era for Network Ten. Our aim is for Ten's new Sales department to be the best at delivering great solutions for our clients.

"We have started by defining our digital and trading solutions with TEN Interactive and TEN Exchange, and will continue to build the strength of commercial, strategy and integration team. More details of these divisions and our senior Sales executives will be announced shortly.

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Mr Prosser said Network Ten was poised to introduce one of its strongest line-up of content in many years.

"Our primary TEN channel has seen strong audience share growth in the key 25 to 54 age group in recent months thanks to hit domestic shows such as **MasterChef Australia**, **Have You Been Paying Attention?** and **Shark Tank**," he said.

"That momentum will continue across the rest of 2018 with the Australian first, Pilot Week, later this month plus **The Bachelor Australia**, **Australian Survivor: Champions v Contenders**, **Russell Coight's All Aussie Adventures**, **The Bachelorette Australia**, **Street Smart**, **Blind Date**, **The Secret Life Of 4 Year Olds**, **Playing For Keeps**, **How To Stay Married**, **Gogglebox** and the massive new game show **Game Of Games** hosted by *TV Week* Gold Logie winner Grant Denyer."

NEWS RELEASE



A new schedule for 2019 will be announced shortly.

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