



Ten Network Holdings Limited

Annual General Meeting

Thursday 10 December 2009



Ten Network Holdings Limited

Nick Falloon
Executive Chairman



Ten Holdings in 2009 FY – Overview

- Year of challenge and change
- Enhanced programming and ratings for TEN
- Launched successful new digital multi-channel ONE
- Achieved strong cost outcomes across the Group
- Improved balance sheet and diversified shareholder base



Ten Holdings 2009 Financial Results

Group revenue	\$902.5m	↓ 10.1% on 2008
Group costs	↓ 4.7%	Achieved through strict cost control
Group EBITDA	\$151.0m	↓ 29.8% on 2008



TEN – 2009 Ratings Highlights

- Only Network with share and audience gains in total people
- TEN is #1 in under 50s
- Increased share in all key demographics
 - 18–49 33.5% share ↑ 2.9%
 - 16–39 36.8% share ↑ 2.7%
 - 25–54 31.4% share ↑ 4.7%
- TEN wins the year in daytime

Source: OzTAM Survey weeks 7 – 48, 2009 excl. Easter
Metro 5-city commercial prime-time (18:00 – 22:30) share, Sun -
Metro 5-city commercial daytime (09:00-18:00) share Mon - Fri
Excl. digital terrestrial channels



TEN – 2009 Ratings Highlights

- MasterChef finale* – Australia's most-watched show of 2009
 - Peak 4.11m, avg audience 3.73m
 - Online over 9m video views, 36m page views
- Talkin' 'bout Your Generation – Australia's most-watched comedy series
 - Avg weekly audience 1.60m
- NCIS – Australia's favourite US drama
 - Avg weekly audience 1.45m
- AFL Grand Final – #1 sports event of 2009
 - Peak 3.62m, avg audience 2.88m – on TEN and ONE
- TEN News At Five – #1 regular daytime program

* MasterChef Australia: Winner Announced
Source: OzTAM Survey weeks 7 – 48, 2009 excl. Ea
5-city metro
Daytime 09:00-18:00, Mon - Fri



ONE in 2009 – Highlights



- ONE changed Australian broadcasting from March 2009
 - Australia's only free-to-air 24hr sports channel
- Strong support from domestic and international sporting fraternity
 - Long-term contractual arrangements with key sporting codes
 - Continually assessing additional opportunities
- ONE is Australia's #1 sports channel
 - Has reached 7.4m people and over half of metro households
 - Reach will continue to grow as more people switch to digital TV
- Profitable in start-up year

Source: OzTAM Survey weeks 16 – 48 2009 5-city metro





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TEN in 2010 – Proven Programming

Domestic – Strong multi-platform franchises

- Big new hits: MasterChef Australia, Talkin' 'bout Your Generation
- Strong franchises: The Biggest Loser, So You Think You Can Dance Australia, Australian Idol, Bondi Rescue, Recruits, RUSH, Bondi Vet, The 7PM Project, Neighbours, Good News Week, AFL

International – Pick of new US shows

- New hits: The Good Wife, Modern Family, NCIS: Los Angeles, Glee, Cleveland
- Returning: NCIS, Merlin, Lie to Me, House, The Simpsons, Numb3rs, Burn Notice, Medium, Rules of Engagement, Law & Order franchise



Out-of-Home in 2009



- Difficult trading environment
- Significant cost reductions achieved
- Non-recurring expense items in 1H 2009 result
- Proven inventory across distinct audience segments:
 - Shop, Fly, Drive, Study
 - Continuing to pioneer digital formats
- Long term contracts in place for key assets



Corporate Update

- Equity raising – strong support from institutional shareholders
 - Reduced debt and enhanced balance sheet flexibility
- Canwest sell-down – more diverse shareholder base
- Revert to half and full year reporting
- Board structure and renewal
 - Currently Board of five
 - Korn Ferry assisting in Board renewal program
 - Appointments expected to be announced in 2010
- Dividend policy under review by Board
 - Focus on prudent capital management



Market Update

- Continued signs of stability / improvement in advertising market
 - Rate negotiations substantially complete
 - Negotiations and ratings performance underpin goal of 30% revenue share
- Sustained focus on cashflow management and cost control
 - 2010 costs to include full year of ONE, AFL Grand Final (Q1) and return to normalised level of sales and executive incentives
 - On normalised basis, TV costs (ex selling) for 2010 in line with CPI

2009 Summary

- Strengthened and diversified shareholder base
- Strong balance sheet
- Distinct and targeted offerings on both TEN and ONE
- Continued to build Digital Media offering, based on TEN's unique content
- Looking to rebuild value in EYE
- Streamlined cost base across Group
- Well positioned to benefit as market improves





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