

UniversalMcCANN



## NETWORK TEN APPOINTS UNIVERSAL McCANN AS AGENCY FOR ONE

16 February 2009

Network Ten today confirmed the appointment of Universal McCann as the media agency for the launch and ongoing promotion of its new digital channel, ONE.

ONE, Australia's first free-to-air 24-hour sports channel, will commence broadcasting on Thursday 26 March 2009 at 7.30 pm.

Network Ten CEO, Grant Blackley, said: "We chose Universal McCann for this significant assignment based on the quality of the agency's creativity and their ability to deliver integrated and lateral communications strategies to support the launch of ONE."

"We are confident the campaign will assist ONE to very quickly captivate its target audience: Australia's natural sports lovers of all ages and both genders. We believe ONE will form a regular part of their TV viewing habits, building a new and expanded audience for Network Ten as a whole," Mr Blackley said.

CEO of Universal McCann Australia, Henry Tajer, said: "It's an honour for Universal McCann to be chosen as the communications partner for the launch of ONE."

"The launch of an all-new free-to-air TV channel is the most important development in Australian media for many years, and will change our media landscape fundamentally," Mr Tajer said.

"We are looking forward to ensuring ONE launches strongly, and continues to engage a growing and enthusiastic audience of sports fans," said Mr Tajer.

ONE will broadcast in High Definition (HD) on Channel 1 and also in Standard Definition (SD) on Channel 12.

ONE will appeal to Australia's natural sports lovers and will complement TEN's 'seriously different' programming strategy, with each channel offering viewers a unique and appealing programming format.

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