

## MORE SPORTING GOLD FOR NETWORK TEN



### NETWORK TEN SECURES EXCLUSIVE RIGHTS FOR GLASGOW 2014 COMMONWEALTH GAMES

**10 November 2008**

The Commonwealth Games Federation ("CGF") and Network Ten today announced that the Network, the holder of the Australian broadcast rights for the Delhi 2010 Commonwealth Games, had been granted exclusive Australian rights for the 2014 Commonwealth Games to be staged in Glasgow, Scotland from 23 July to 3 August 2014.

The deal covers all broadcast rights (both free-to-air and subscription), all new media rights (incorporating Internet and mobile) and all radio rights.

This follows Network Ten's recent announcement of its new, free-to-air 24-hour sports channel, ONE, and new long-term partnerships with Swimming Australia and Netball Australia.

President of the Commonwealth Games Federation, Mike Fennell said, "The Commonwealth Games Federation is pleased that Network Ten has chosen to partner long term with the CGF as the Australian rights holder for the 2014 Glasgow Commonwealth Games. TEN has a long history of involvement with the Commonwealth Games as a broadcaster and its commitment to providing Australian sports fans not only the best High Definition free-to-air coverage but also the opportunity to access the Commonwealth Games through a wide variety of media platforms will ensure that the availability and coverage of the Commonwealth Games continues to grow in this key market".

The Chief Executive of Glasgow 2014, John Scott, also welcomed Network Ten's decision to acquire the rights to the Games in Glasgow saying; "Australia is one of the key broadcast markets for the Commonwealth Games and the decision by Network Ten to invest in the broadcast rights at this early stage is a significant endorsement of the international appeal that Glasgow enjoys as a host city. It reinforces the strength of the Commonwealth Games brand, and the appeal of a Glasgow-hosted Games is such that the Organising Committee can continue to approach its task of marketing the Games with confidence. In addition, the historic links and family ties between Scotland and Australia are strong and we look forward to welcoming the Australian Commonwealth Games team, their families and their fans to Glasgow in 2014".

Network Ten CEO, Grant Blackley, said the Commonwealth Games is a marquee event in the Australian and international sporting calendar.

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"Acquiring the rights to the Glasgow Commonwealth Games will build on our much-anticipated broadcast of the Commonwealth Games in Delhi in 2010," Mr Blackley said.

"It also adds to our credentials as the leading Australian broadcaster of premium sporting events in High Definition. The Glasgow 2014 Commonwealth Games will be showcased across our network on TEN in standard definition and on ONE in High Definition allowing the Games to be enjoyed at their very best."

"In addition, having secured all broadcast, web, mobile, radio and telephony rights, presents the Network with an exciting and valuable opportunity to engage viewers and sponsors in a comprehensive way."

Network Ten general manager – sport, David White, added: "Australians love to watch Australians win gold and nowhere are we more successful at winning gold than the Commonwealth Games."

"Live and exclusive will be a hallmark of TEN's coverage. Acquiring the full suite of rights to the 2014 Commonwealth Games means we can plan our coverage across a range of platforms to ensure we deliver the best possible experience for viewers."

Details of the broadcast schedule across both TEN and ONE will be released in due course.

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