

Telstra and MCN partner for digital sales growth

Deal makes new combined sales network a top 5 digital advertising player

23 August 2012: Telstra Corporation and Multi Channel Network (MCN) today announced an agreement that will see MCN partner with Telstra to represent key Telstra online assets and deliver advertisers an average monthly unique audience of 8.0m Australians per month¹.

From October, MCN will offer integrated sales packages which include 42 of Telstra's online portals and sites as well as mobile, tablet devices and IPTV.²

Telstra's digital assets include: Telstra T-Box, BigPond.com, BigPond TV, BigPond Sport, BigPond News, AFL.com.au, NRL.com.au, V8 supercars, the Racing network, music streaming service MOG and restaurant booking service Dimmi.

Group Managing Director, Telstra Media, Rick Ellis, said the deal with MCN would deliver top tier advertising scale and give clients access to cross-platform marketing opportunities across Australia's premium entertainment brands.

"The combined strength of MCN and Telstra Media's assets will make the enlarged network one of the top five players in the Australian digital advertising market. This outcome makes strategic sense by strengthening Telstra Media and MCN's capabilities to deliver innovative advertising solutions to the market," Mr Ellis said.

"The significant synergies available through MCN's brands and Telstra's digital assets will result in stronger integrated offering, allowing us to connect across multiple channels, platforms and devices including television," Mr Ellis said.

MCN's existing multi-platform entertainment brands span from the TV screen to online, mobile and tablet devices and include FOXTEL Networks, FOX SPORTS, Sky News, The Discovery Networks, BBC Group, Turner Broadcasting, NBCU, Showtime, ESPN and Sky Racing.

Anthony Fitzgerald, Multi Channel Network CEO, said: "Telstra has developed some of Australia's leading online media and entertainment properties and we are delighted to be able to represent and leverage the value of those assets within the Australian market.

"This is a significant move for MCN's online business and for the Australian digital advertising landscape in general - reinforcing our position as a one-stop-shop for advertisers who want to align with the key genres of entertainment, sport, lifestyle, music, kids and factual properties."

Further information:

Telstra Media: Craig Middleton, Group Manager, Corporate Affairs, 0400 931 772

Multi Channel Network: Fleur Brown, 0419270863 or fleur@launchgroup.com.au

About Multi Channel Network (MCN) Established in 1997, MCN is a joint venture between Foxtel and FOX SPORTS. MCN is responsible for the advertising interests of over 50 national STV channel and website entertainment brands, plus exclusive Interactive TV activations. MCN delivers optimum campaign results for clients by combining high value audiences with an unmatched choice of premium content. MCN specialises in creative solutions which bring life to ideas and deliver clients a better advertising experience. For more information: www.MCN.com.au

¹ Source: Nielsen Online Ratings Jul 2012

² MCN will not be responsible for classified advertising on directory websites.