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TEN's Revenue Jumps 13% In December 2015 Half. Highest Revenue Share Since June 2012.

Ten Network (ASX: TEN) ("TEN") posted strong advertising revenue growth in the six months to 31 December 2015, according to figures released by industry group Free TV Australia today.

Free TV Australia reported that TEN's revenue increased 13% to \$359.7 million. The capital city free-to-air television advertising market decreased 0.4% during the same period.

TEN's market share in the December 2015 half was 23.2%, up from 20.4% in the previous corresponding period. The December 2015 half saw TEN achieve its highest market share since June 2012.

For the full 2015 calendar year, TEN's market share was 22.6%, up from 20.3% in calendar 2014.

TEN Chief Executive Officer, Paul Anderson, said: "Our revenue performance in the December 2015 half reflects the strong audience and revenue growth and momentum TEN achieved last year.

"The primary TEN channel and Network Ten were the only commercial primary channel and commercial network to increase their prime time audiences in 2015. Our online catch-up and streaming service tenplay also posted very strong audience growth.

"TEN and Network Ten ended 2015 with their highest prime time commercial shares in total people and people 25 to 54 since 2011 and their biggest prime time audiences since 2012," he said.

"The revenue growth in the December 2015 half highlights the success of our Sales team and our advertising sales partnership with Multi Channel Network ["MCN"], which took effect from 1 September.

"The partnership has been a success since day one and is generating strong results. Together, TEN and MCN are delivering brand-safe premium video across multiple platforms, in a world-class trading environment, with real and measurable data. That proposition is unparalleled in the television market," Mr Anderson said.



“TEN’s momentum is continuing in 2016. The **KFC Big Bash League** saw a 25% jump in its capital city audience. The TEN channel has achieved its biggest summer audience in total people since 2010-11 and Network Ten has recorded its biggest total people summer audience since 2004-05.

“Our new 2016 content line-up kicks off this Sunday, with the return of **I’m A Celebrity... Get Me Out Of Here!** and **Modern Family**, plus the highly anticipated revival of **The X-Files**,” Mr Anderson said.

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