

6 February 2009



## COMING TO A TV SCREEN NEAR YOU ON 26 MARCH 2009

### ONE TO LAUNCH WITH BLOCKBUSTER WEEKEND

Network Ten will kick off Australia's first free-to-air 24-hour sports channel, ONE, on Thursday 26 March 2009 at 7.30 pm with an exciting program of top sporting action.

ONE will unite sports fans with non-stop local and international sports action, seven days a week.

ONE's opening weekend will be a blockbuster. Highlights include:

- **AFL's** much anticipated first-round showdown between Richmond and Carlton (or "Cousins v Judd") will be the first sporting event to air on ONE in Melbourne, Adelaide and Perth, with the match to be broadcast simultaneously on ONE and TEN.
- Also on 26 March, ONE will broadcast an exclusive **Swimming Australia SKINS** event showcasing the Australian Swimming Team and international stars, including Olympic gold medallists Oussama Mellouli and Therese Alshammar. The SKINS event will be shown first in the Sydney and Brisbane markets, with coverage in Melbourne, Adelaide and Perth following the AFL.
- Then, ONE will feature live and extended coverage of the **Formula 1 ING Australian Grand Prix** over the launch weekend with more than 22 hours of action across Friday, Saturday and Sunday.

Full details of the schedule for ONE will be announced closer to launch. A sample includes:

- Extended versions of the 'must-watch' show for sports fans, Sports Tonight.
- More extensive coverage of domestic and international sport than ever seen before on Australian free-to-air television, including AFL, motor sport (Formula 1, Moto GP, NASCAR), netball, cricket, swimming, golf, NFL, NBA Major League Baseball, NCAA College Basketball and Football, and others.
- New, locally produced shows.

Network Ten's general manager – sport, David White, said the Network was excited to be launching ONE with such a jam-packed schedule of unique and high profile sporting events. "We know our opening weekend will give viewers a sensational introduction to ONE, and mark the beginning of a lifetime's habit of essential sports viewing," Mr White said.

ONE will broadcast from 26 March 2009 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.

#### For more information:

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