

Exclusive Commentary:
with Michael Slater

Cricket Insight mobile app will provide great Cricket coverage with exclusive content

- Exclusive Cricket Commentary
- Latest Cricket news
- Video and TV guides for Cricket broadcasts
- Live Scores and in-depth match data

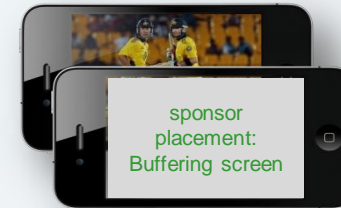
A multiplatform opportunity across Apple iOS, Android and Windows Phone 7 devices, available for the **Summer of Cricket** and throughout the year.

Downloads:	Over 11,500
Unique Visitors	8,000
Visits per month (in season)	36,000
Visits per UB	4..5
Ad impressions	25,000

In App Sponsor Placement

1. App loading page – every time the app is opened
2. On every page within all applications. Sponsor placement is static (over content)
3. Splash page before every video viewing (frequency capped)

Sponsor's HTML5 section of up to 5 pages



Watch:

Comprehensive TV guide for all cricket related broadcasts, plus daily news updates from Nine Network sports bulletins and best segments from *The Cricket Show*



Match Details:

Up to the minute live scores and match data for all Tests, ODIs and T20 matches



Fixtures: 'Summer of cricket' calendar and all international Test, ODI and T20 matches