

Celebrity blogs
Exclusive Content – Grant Thomas (AFL)

WWOS Experts online

Be the first to have an integrated brought to you by in the Grant Thomas blog as well as the WWOS AFL Columnists section

As part of this sponsorship you will also receive media across the live scores area in AFL

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

- Exclusive AFL Commentary with Grant Thomas
- Video content from Ch9 AFL programs
- Up to date fixtures, AFL ladder scores and tipping

A multiplatform opportunity across Apple iOS and Windows Phone 7

Downloads:	Over 47,400
Video starts:	105,000
Visits per month (in season)	average of 90,000
Daily unique visitors per month	75,000

In App Sponsor Placement

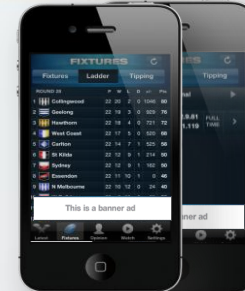
1. On app loading page – every time the app is opened
2. On every page within both iPhone and WP7 applications. Sponsor placement is static (over content)
3. Splash page before every video viewing (frequency capped)

Sponsor's HTML5 section of up to 5 pages

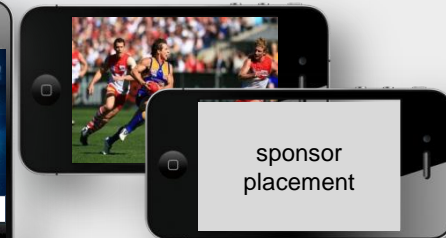
Online Marketing support sponsorship logo in online marketing support



Homepage



Fixtures and Tipping



Watch - From Nine news bulletins and AFL programming (AFL Footy Show, Sunday Footy Show and Footy Classified)