



Exclusive NRL Commentary

Weekly from Andrew Johns

NRL Insight mobile app will provide great league coverage with exclusive content

- Exclusive NRL Commentary
- Video and TV guides for NRL broadcasts Live Scores and Season Draws
- Tipping

A multiplatform opportunity across Apple iOS and Windows Phone 7

Downloads:	over 51,400
Video starts:	225,000
Visits per month (in season)	average of 200,000
Daily unique visitors per month	135,000

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

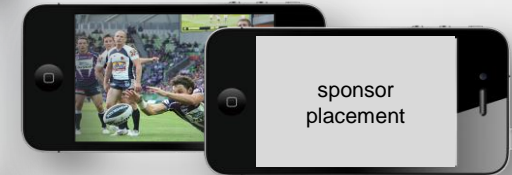
Online Marketing support with sponsorship logo in online marketing support



Results and Fixtures



Personalisation and Alerts based on your team selection



Watch - Comprehensive TV guide for all NRL-related broadcasts, plus daily news updates from Nine Network and best segments from the range of NRL shows