



VILLAGE ROADSHOW LIMITED

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TEN/Village Roadshow take 25% of iSport

Village Online and TEN Ventures today announced they had taken a 25 per cent interest in the Internet based community sports company iSport.

From its Sydney base, iSport provides mass participant sporting organisations, under exclusive partnership arrangements, with access to a sophisticated Internet based sports platform, iSport Advantage. With an established presence in Australia and growing opportunities in New Zealand and the United Kingdom, iSport Advantage is marketed to all levels of the sports hierarchy, including players, local administrators and sport managers.

The iSport Advantage enables sport administrators to access a protected system on the internet and input their important information such as results, fixtures and news.

Founded in 1998, iSport has a growing base of 20 employees and sports partners including Soccer NSW, Netball NSW, Cricket NSW, AFL NSW, Futsal, Baseball Australia, Volleyball Australia and Disability Sports. Last month iSport launched a service in the UK for England Netball and is soon to launch with sports in New Zealand.

In a joint statement TEN Ventures CEO Peter O'Connell and Village Online's CEO Ian Basser said today:

“iSport fits Village/TEN Online's strategy to develop, acquire or partner in exciting online businesses that have proprietary ideas, technology or e commerce initiatives that can benefit from the substantial strength of our combined traditional and online media properties including promotion, programming and marketing.

“Over 2.5 million Australians are involved in community sport. The majority of them are in our target under 40 demographic. This investment offers us significant opportunities for synergies and promotion across all our media platforms.

“As well as the consumer and business applications we believe together the three companies can contribute to the development of some of these sports into significant syndicated content.”

iSport Chief Executive Officer Rory Macleod said today:

“The Village TEN investment is in line with iSport’s strategy to strike partnerships and alliances with major media and rights organisations while developing our position as a leading independent online international sports services organisation.

“Communities of interest are at the foundation of the Internet. Community sport is generally under resourced in countries like the UK, Australia and New Zealand. iSport partnerships with community sport organisations provides access to professional administration and communication tools, as well as access to other essential services such as advertising, sponsorship and event promotion.”

Mr Macleod said iSport is planning a relaunch of its site and brand in Australia in April.

Village’s Ian Basser and TEN Ventures Peter O’Connell will join the board of iSport.

More information:

Ian Basser	Village Roadshow	03 9829 2648
Rory Macleod	iSport	02 9958 4880 www.isport.com.au
Peter O’Connell	Ten Ventures	02 9650 1616

About Village TEN:

Village TEN is an online joint venture between Network TEN and Village Roadshow targeted at the under 40 demographic and focused on leisure and entertainment.

About iSport:

iSport, founded in 1998, has developed a sophisticated Internet based administration and communication platform that can be specifically configured for the needs of each sporting organisation, for multi sport / multi jurisdictional application.

Chief Executive Officer, Rory Macleod was formerly a senior director in M&A at Warburg Dillon Read. He has extensive experience in sport having been a player, coach and administrator at a first division NSW Rugby Club.

Other directors and senior management include chairman John Martin an executive partner of Allen Allen & Hemsley, Craig Carracher the former chief executive of Volleyball Australia and a former advisor to the chairman of Australian Securities Commission, former Socceroo Robert Wheatley and rugby union legend Simon Poidevin.

The adaptability and flexibility of the iSport Advantage differentiates it from all other community solution providers. The iSport Advantage provides a “whole of sport” integrated sports domain, with information such as next game venue, the fixtures, results, points tables and weather calls, which are crucial to all players.

The system draws on the database used to administer the sport to publish this information with none of the existing delays in communication via faxes, phones, mail and word of mouth.

As the integrity of the information is critical to the sporting organisations, the key feature of the system is the secure administration component that allows association and club volunteers to access the system on the internet and input results, fixtures and news flashes. With simple to use, pre-formatted data entry templates the users can enter the required data without needing to learn HTML or have any understanding of web page construction.

The system automatically creates club and team home pages for every club and team, creating an instantaneous and consistent information service for all players.

Association and club officials will, as they do now, maintain this data in a highly accurate manner. The great benefit of this system is that once updated, the information is immediately available to all players through sport specific public portals that are complimented by additional value added services that further enhance the users experience.

The iSport Advantage essential features include the following:

- Game results;
- Statistics;
- Draws and fixtures;
- Local news and events;
- Libraries for internet and intranet access;
- Archiving;
- Database management systems;
- Basic registration accounting systems;
- Photos;
- Calendar of events;
- National, state and association news items; and
- Related information needs