



Ashes highlights available on-line for first time

Publicis Groupe agency **Zenithoptimedia** has signed an exclusive solus agency deal with **Five** to buy all of the online advertising inventory surrounding the broadcaster's cricket coverage this Summer, it was announced today (MON).

The move follows the unveiling today of Five's ambitious multiplatform strategy for its coverage of **The 2009 Ashes Series** and the follow-up series of **One Day Internationals**.

For the first time, Five will make available its daily television coverage of the Test series to its catch-up TV service, **Demand Five**.

The broadcaster will also launch a stand-alone Ashes microsite which will feature exclusive shortform video content in addition to the longform highlights programme.

Under the terms of the contract between Five and the England & Wales Cricket Board, each 45-minute programme presented by **Mark Nicholas** will be available to view online for seven days from 10pm each evening of play.

The Zenithoptimedia deal includes:

- All pre- and mid-roll around The Ashes and the One day Internationals;
- Display advertising on the cricket-related pages of Demand Five; and
- On FIVE's cricket microsite, display inventory plus pre-roll on short-form content

Head of Digital Media at Five, **Jonathan Lewis**, said: "The deal with Zenithoptimedia demonstrates just what a compelling proposition our cricket coverage will be this year. The Ashes series is a major landmark for Five.

"Expanding the presence of our exclusive broadcast coverage of cricket to online users brings the flexibility of on-demand viewing to the game and can only help it reach as wide an audience possible."

Ricki Assenheim, TV Trading Director at Zenithoptimedia, said: "We're delighted to be teaming up with Five and look forward to working closely with them to take full advantage of the growing popularity of online video."

England & Wales Cricket Board Chief Executive, **David Collier**, said: "We are delighted that Five has further widened the viewing audience by expanding its coverage of the Ashes Test Series. The Ashes is the most anticipated sporting event of the year and FIVE is helping meet what will no doubt be an insatiable public appetite for cricket this summer."

Demand Five delivers around two million longform video streams per month, including some of Five's most popular programmes such as **CSI, Neighbours, Home & Away** and **The Gadget Show**. It launched in July 2008.

Demand Five can be accessed at www.five.tv/demandfive.