

Subject: *New AFL Live App and enhancements to our Digital Products*

Good morning all

Today marks the start of AFL Media's roll out of a range of new initiatives for season 2014.

The AFL Live App has been comprehensively refreshed, reflecting the on-going explosion in video consumption and the desire for new and enhanced products; a neater and more engaging visual experience reflecting a better Match Centre; greater representation of our editorial offering; new video centre; better player information; stats and much more. Importantly, and setting us up for better communication with our supporters, we are implementing (at the user's election) a new login/ registration option within the App and also on afl.com.au which allows for even deeper engagement and ease of use across our offering.

If a supporter elects to register and login it will (in the coming weeks) allow supporters to move to a single sign on process for tipping and fantasy, and will also provide a 2 week free trial to the Live Streaming of Matches on mobile and tablet (supporting IOS and Android). In addition, if a supporter does elect to take advantage of this offer, it will also provide an enhanced Video on Demand experience of the last 4 seasons' matches, an even deeper dive on match statistics within the tablet (heat maps etc) plus live streaming of the AFL.TV linear channel. If a supporter however doesn't wish to register/ login, their existing product offering does not change from that which they have previously enjoyed and received.

AFL Media has also updated all Club Apps to reflect a similar visualisation to the AFL Live App (progressively being rolled out since yesterday) and between this week and next week, updating all the Club Mobile Websites to optimise the screen size of mobile devices for the huge amount of Club information on those sites.

You will have already seen the roll-over of the afl.com.au site to reflect the 2014 Match Centre – again, a great improvement from 2013 and you will also now see on the afl.com.au homepage the registration/ login link.

We are very pleased with the progression of the AFL Live and Club Apps, the Mobile Sites and the opportunity that the registration/ login process affords us and our partner Telstra. You will also notice on the Seven Network commencing tonight, Telstra's new above the Line Campaign promoting the AFL Live Pass....."All This on That".

The development of all this work has been a large concerted effort by a large number of people at AFL Media – but I'd like to single out James Vulling, David Mouser, Martin Funcich, Nicole Melbourne, Liana Treadwell, Joel Chris and our partners at Telstra.

We trust you enjoy the changes we have made, and the changes that we will continue to progressively roll out through the season.

For more information and to check out an instructional video on how it all works, try the link <http://www.afl.com.au/news/2014-03-13/delve-deeper-with-an-afl-live-pass>

Kind regards
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