

TVNZ and SKY extend carriage agreement

TVNZ and SKY Television have signed a new agreement making **all** TVNZ channels available to SKY's more than 2 million viewers.

The agreement provides for HD versions of TV ONE and TV2 to be available to MYSKYHDI viewers from 1st June, for TVNZ 6 and 7 to be available to all SKY viewers from 1st July, and for TVNZ to provide regional advertising on TV ONE from 1st July.

The two networks had a carriage contract for TV ONE and TV2 which was scheduled to expire at the end of 2011. The new agreement provides certainty for both parties until 2020 and beyond.

TVNZ's Chief Executive Rick Ellis said the national broadcaster wanted to secure a strong foothold for all TVNZ channels to protect the network well into the future.

"To truly fulfil our strategy of "Inspiring on Every Screen" we want all our channels to be available on as many platforms as possible," Mr Ellis said. "We believe SKY subscribers will welcome access to TVNZ 6 and TVNZ 7, and MYSKYHDI subscribers will welcome TV ONE and TV2 in HD.

"The introduction of regional breakouts for TV ONE will provide new opportunities for some advertisers, and incremental revenues for TVNZ," he said.

SKY Chief Executive John Fellet said that he was pleased to have reached the new agreement with TVNZ which will deliver more viewing options to over 2 million New Zealand viewers.

"The new agreement not only increases the number of channels available through SKY by adding TVNZ 6 and TVNZ 7 to our digital channel line-up but also increases the appeal of our High Definition package through the addition of HD versions of TV ONE and TV2, supporting our strategy of providing subscribers with everything from one box" said Fellet.