



## Media Release

15 August 2019

# Network 10 and Facebook get social

Network 10 and Facebook today announced a content partnership that will see 10 expand its already strong presence on the social media platform.

The partnership includes the creation of exclusive and original social content for hit 10 shows including **The Bachelor Australia, The Bachelorette Australia, Bachelor In Paradise, The Living Room, I'm A Celebrity...Get Me Out Of Here!, The Loop** and more.

Network 10's chief content officer Beverley McGarvey said the new agreement followed the success of recent exclusive Facebook content the network had created, including the **Dancing With The Stars** companion series **The Dance Beat** and the **I'm A Celebrity...Get Me Out Of Here!** extension show **Edge Of The Jungle**.

"Our entertainment brands are already the most popular and noisiest shows on social media and this new partnership will ensure their presence and impact will increase.

"Our aim is to bring exclusive content – including behind-the-scenes footage, recaps, interviews and much more – to Facebook audiences, leveraging the great content and talent we have on 10. The new content will compliment and amplify our broadcast platforms and our rapidly-growing digital platforms including 10 Play and 10 Daily," she said.

Current Facebook content series in production include **The Bachelor Australia's Bachelor Unpacked, The Living Room's The Living Room Extra** and **The Loop's Unlooped**.

Facebook Australia & New Zealand managing director William Easton said: "Network 10 has long been innovators in the production of original companion content on Facebook, and we are excited that our partnership will enable this to go from strength to strength.

"We built Facebook Watch on the notion that watching videos can help you connect more deeply with people and to connect with people around the videos you love. 10's episodic highlights allows fans on Facebook to catch up on those watercooler moments from their favourite TV shows as well those who want something deeper, to connect to longer and exclusive companion content."

Network 10's head of social content Kirsty Wilson said: "Audiences today are able to access and enjoy television from many platforms, choosing whatever medium suits them best, across their day.

"Facebook remains a core social platform where TV content is discovered, consumed and shared, and this partnership will allow us to deliver more exclusive social video to our viewers across the most popular entertainment franchises."

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This partnership follows the announcement of a News content partnership between the two companies.

### Want to know more? Please get in touch with:

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