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## **MEDIA RELEASE**

**7 October, 2005**

### **CHISHOLM, LECKIE & BLACKLEY TALK TV'S FUTURE**

The commercial free-to-air TV networks will next month hold an industry forum, Free TV Australia announced today.

In a rare occurrence, the heads of each of the Free TV broadcasters; Sam Chisholm (Nine Network), David Leckie (Seven Network), and Grant Blackley (Network Ten), will share the stage in a moderated panel discussion about television and its future in Australia.

CEO of Free TV Australia, Julie Flynn says, "Television is about to celebrate 50 years in Australia and there's been much speculation about the next 50, with new technologies and media challenging the status quo.

"However, we believe Free TV will remain the mass marketing medium of choice for advertisers and maintain its integral place in Australian culture.

"This forum is a 'must attend' event for anyone interested in television. It's a unique opportunity to hear from Sam, David and Grant about the state of television in Australia and the factors likely to impact the industry in the coming years."

The forum will canvass a range of issues including audience fragmentation, the likely impact of new technologies, TV trends and media laws.

The event will be held at Doltone House in Sydney on the 16<sup>th</sup> of November and will be moderated by *AFR* and *BRW* journalist, Neil Shoebridge.

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-For media inquiries, please contact Free TV Australia – (02) 8968 7100-