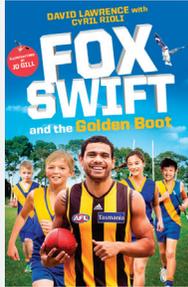


LICENSING UPDATE

Fox Swift book launch



Fox and his ragtag team of Diggers are back for another action-packed season of footy, fun and friendship in 'Fox Swift and the Golden Boot'. The third book in the hilarious football series by David Lawrence with Hawthorn superstar Cyril Rioli and comedic illustrator Jo Gill, 'Fox Swift and the Golden Boot' is a thrilling page-turner that will keep even the most reluctant entertained from start to finish.

The story tackles some serious issues including racial intolerance, bullying, cheating and bad sportsmanship, but with Cyril Rioli's tips and drills, a wonderfully wacky storyline and witty illustrations, there is a lot of fun to be had along the way – making it the perfect book for any child with a passion for Australian Football, or just a passion for a good read.

Published by licensee Slattery Media, the book will be launched this Sunday July 5th at Readings Hawthorn, with Cyril Rioli, David Lawrence and Jo Gill in attendance. All three instalments of the Fox Swift series are available at Shop.afl.com.au

AFL CORPORATE PARTNER UPDATE

Tissot Countdown Clock

Tissot, the official timekeeper of the AFL, recently installed a countdown clock in AFL House reception that counts down to this year's Toyota AFL Grand Final. As of last Thursday, we have now ticked below 100 days to go.



AFL PARTNER TICKETING OFFER

The AFL ticketing department has introduced a Reserved Seat ticketing offer that is applicable to licensee staff that do not work directly on the AFL account. Staff are able to purchase tickets through the tile below, with reserved seating to MCG matches available from \$36. Licensee staff working directly with the AFL can continue to request tickets through your Category Managers as per normal.

AFL PARTNER STAFF TICKET OFFER

RESERVED SEATS AT THE MCG JUST \$36!

BUY NOW

USE CODE: **PARTNEROFFER2015**

AFL UPDATE

Victoria Country win NAB AFL U-18 Championships

VIC COUNTRY has claimed an 11-point win over South Australia to seal its first Division One NAB AFL Under-18 Championships title in five years, as key forward Josh Schache kicked another bag of goals.

The talented Country squad, which was favoured to take out the national carnival, stretched its unbeaten run to five games on Friday with the 11.6 (72) to 9.7 (61) win at Simonds Stadium.

It was a number of likely early draft selections who dominated for Vic Country, with key forward and possible No.1 pick Schache booting six goals in another dominant display.

Key defender Jacob Weitering was also terrific for Vic Country, taking eight marks and offering a calm approach in the backline. A potential No.1 pick, Weitering was awarded the Ben Mitchell Medal as the standout player in this year's NAB AFL Academy.

The key defender beat teammate Josh Dunkley by one vote for the medal, which is named after Mitchell, a former Academy member who died when he was 16 in a car accident in 2002.

At the end of each Academy intake, every member of the squad votes for the players who best represent the values important to the program, with Weitering's influence acknowledged this season



ATTENDANCE

2015 TOYOTA AFL PREMIERSHIP SEASON – ROUND 13 ATTENDANCES		
Match	Venue	Attendance
Fremantle vs. Collingwood	Patersons Stadium	37,145
Sydney Swans vs. Richmond	SCG	37,579
Hawthorn vs. Essendon	MCG	62,500
Brisbane Lions vs. Adelaide Crows	GABBA	18,146
St Kilda vs. Western Bulldogs	Adelaide Oval	26,511
Carlton vs. Gold Coast SUNS	Spotless Stadium	30,207
Total Round Gross Attendance		212,088

AFL NETWORK AND SOCIAL MEDIA HIGHLIGHTS

JUNE 20 - JUNE 27		
	Page Views	Unique Visitors
AFL.com.au	5,952,791	1,023,018
AFL Mobile Network	4,272,792	597,369
AFL Live app	77,498,427	1,062,931
Clubs.com.au	2,840,820	708,297
Clubs Mobile	859,720	321,609
Club Apps	3,385,157	132,391
Total	94,809,707	3,845,615

BROADCASTING

2015 ROUND 13 RATINGS	
Fremantle vs. Collingwood	1,181,025
Sydney Swans vs. Richmond	1,114,727
Hawthorn vs. Essendon	222,519
Brisbane Lions vs. Adelaide Crows	401,966
St Kilda vs. Western Bulldogs	842,922
Carlton vs. Gold Coast SUNS	252,592
Total Round Average Audience	952,660
Total Round Gross Audience	4,015,751

YEARLY COMPARISONS	
GROSS AUDIENCE Round 13, 2015 TOTAL	4,015,751
GROSS AUDIENCE Round 13, 2014 TOTAL	4,594,579
Gross Year-on-Year Change	-14.4%

COMMENTS

- Thursday night's Fremantle vs. Collingwood match attracted a national average audience of 1,181,025 across FTA and STV, which was well above the 1.075m national average audience for Thursday night matches in 2014. Seven's coverage was the highest rating FTA program for the day in Perth, #2 in Melbourne (behind 9 News) and #3 in Adelaide, while the STV national average audience of 282,752 was the highest rating program on the platform for the day (and the weekend), peaking at 332,877 near the end of the final quarter in what was a close match.
- Friday night's Sydney Swans vs. Richmond match attracted a national average audience of 1,114,727 across FTA and STV. Seven's coverage was the #2 FTA program for the day in Melbourne (behind 9 News) and Adelaide (behind 7 News) and #5 in Perth, while the STV national average audience of 280,743 was the highest rating program on the platform for the day, peaking at 360,064 near the end of the final quarter.
- All six matches for the round were in the Top 8 programs for the same period on the STV platform.
- The gross cumulative audience for Round 13, 2015 is 4,015,751. As this was a round of only six matches, direct comparison with Round 13, 2014 (which comprised a standard nine matches) is skewed. The equivalent 2014 round for comparison is Round 10 – as that round also comprised six matches, with three as national FTA broadcasts and three as national STV broadcasts. The gross audience for Round 10, 2014 was 4,047,587 – so a like for like comparison with the 4,015,751 for Round 13, 2015 represents a 0.79% decrease year on year.
- After 13 rounds, the gross cumulative audience for 2015 sits at 59,062,368 – 6.04% down on the 62,858,809 viewers who had tuned in to the same point in 2014. The same number of matches has been played to date as compared with the same time last year.
- When considering the year on year audience decrease, note the number of standalone "clean air" matches has decreased from 57 in 2014 to 37 in 2015 as at the end of Round 13. Further, FTA industry ratings are approximately 5.5% down across the board for the year to date and approximately 8.1% down in prime time slots – particularly evident in the ratings decreases seen in most reality television show.

702,414 LIKES	401,123 FOLLOWERS	232,504 FOLLOWERS

ROUND 14 PREVIEW

Thursday July 2	
Sydney Swans v Port Adelaide	SCG (N)
Friday July 3	
Collingwood v Hawthorn	MCG (N)
Saturday July 4	
Richmond v GWS Giants	MCG
Gold Coast Suns v North Melbourne	Metricon Stadium (T)
Melbourne v West Coast	TIO Stadium (N)
Western Bulldogs v Carlton	Ethad Stadium (N)
Sunday July 5	
Essendon v St Kilda	Ethad Stadium
Fremantle v Brisbane Lions	Patersons Stadium
Adelaide Crows v Geelong Cats	Adelaide Oval (T)



COMMENTS

- 250 games** – Matthew Boyd, Western Bulldogs
- 200 games** – Jobe Watson, Essendon
- 100 games** – Pearce Hanley, Brisbane Lions
- 100 games** – Ben Reid, Collingwood
- 100 club games** – Sam Jacobs, Adelaide Crows