

Media Release

iiNet Scores First with Exclusive Football Content

7th September 2010: iiNet announced today that it has secured the Australian rights for the club channels from two Premier League teams, Chelsea and Manchester City, which will see both channels exclusively available to iiNet customers.

The three year deal will see iiNet offer the club channels on the web through its [Freezone](#), as well as directly to customer TV sets using its premier IPTV service, [fetchtv 2](#).

This first-ever Australian deal between a Premier League channel and an ISP will include all Barclays Premier League matches; UEFA Champions League and UEFA Europa games (where applicable); Carling Cup; and FA Cup games for the two clubs – all in addition to hundreds of hours of content designed especially for Chelsea and Manchester City fans.

What's more, iiNet's fetchtv 2 now features FOX SPORTS News, Australia's only dedicated sports news TV channel, featuring 24-hour coverage of all major national and international sports news.

According to Chief Technology Officer, Greg Bader, this significant push into the world of sports TV comes as part of iiNet's commitment to bringing its customers bigger and better content as a value-add to their services.

"These world-class sports channels are fantastic additions to our fetchtv 2 package, which is already a market leader when it comes to value and quality.

"We expect sport fans will love what's now on offer, especially considering these new channels are available at no additional charge.

"FOX SPORTS News is the latest channel addition to the fetchtv 2 lineup, alongside twenty leading subscription channels that include six video-on-demand channels (featuring BBC, National Geographic, MTV and many more). And we promise there's plenty more to come," said Bader.

iiNet's fetchtv 2 service includes a state-of-the-art High Definition (HD) set top box, complete with a massive 1 terabyte hard drive that lets you watch one channel and record two others.



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WINNER
Innovation – Large
Company Award,
ACOMMS Communications
Alliance & CommsDay
Awards 2010



WINNER
Australian Service
Excellence Award,
WA Call Centre Manager
of the Year,
National Customer Service
CEO of the Year
Customer Service Institute
of Australia (CSIA)



WINNER
Carrier of the Year Award,
Highly commended - iiNet's
'work from home' program,
Australian Telecommunications
Users Group (ATUG)

A full list of current awards
can be seen at [iiNet Awards](#)



It is also the first product in the country to offer 30 movies per month included in a basic subscription and access to the latest new release pay-per-view movies from the world's biggest movie studios.

Unlike other internet TV solutions, iiNet's fetchtv 2 stores movies on the box itself, meaning you can access any film you order instantaneously, without having to wait for downloads.

"Our sports channels complement the wide selection of live sport already available on digital free-to-air channels; plus with iiNet's service, you can pause, rewind or record any free-to-air or subscription channels you like," says Bader.

"And these additional channels are really just the beginning."

Eligible iiNet broadband customers have the option to rent the fetchtv set top box for \$29.95 per month (with a once-off \$99 setup fee) or purchase the box outright for just \$399 (with the service costing just \$19.95 per month).

More information about iiNet's fetchtv plans is available on their website:

<http://www.iinet.net.au/fetchtv/#fetchtv2>

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About iiNet

iiNet was established in 1993 and listed on the ASX in 1999, growing from a small Perth business into the third largest Internet Service Provider in Australia. The company now supports around 900,000 broadband, telephony and dialup services nationwide, with revenues of over \$520m, and proudly employs over 1700 people in Perth, Sydney, Melbourne, Auckland and Cape Town.

iiNet's goal is to lead the market with the best internet access products and then differentiate with genuine, plain speaking customer service. The company has its own high speed ADSL2+ network reaching around 4million households across Australia; the largest Voice over IP network in the country; and is delighted to have led yet again with BoB™, winning 2009's *Product* category at the Western Australian Technology and Telecommunications Awards.

[2009 Annual Report](#)