

Summer of Cricket 2009/10



Australia look to return to top of world rankings

With two test series this summer, the Australian cricket team are looking at the tests against the West Indies and Pakistan respectively as an opportunity to move back up in the world test rankings by mid-January. Although they are currently top of the one-day standings after victory in the ICC Champions Trophy and a recent series victory in India, the Aussies are looking to bounce back against these two slightly weaker teams over the coming months after a disappointing and nail-biting loss to England in the Ashes in winter.

With the matches being played throughout the summer nationwide, Nvisage Media will be running fan sites at their two permanent screen venues, the SCG-neighbouring Fox Studios and Melbourne's recently-expanded Docklands district. All test matches will be broadcast in their entirety live on the giant LED video screens at these locations, along with other cricket-related programming from Cricket Australia. Daily news and weather updates will also be shown.

Fan Site Locations

- **Waterfront City, Docklands, Melbourne**

The thriving Docklands area has boomed recently, with the opening of the new Harbourtown shopping mall and recently-opened Costco Wholesale warehouse. As a result, foot-traffic through the area has increased to around 25,000 consumers per day. In addition, huge new developments are being built, with many being sold off-plan to high-net worth individuals.



- **Fox Studios, Entertainment Quarter, Sydney**

The entertainment and sports centre of Sydney, EQ is a famous gathering place for sports fans as a result of the neighbouring Sydney Football Stadium and Sydney Cricket Ground. It also has markets several times a week, and an abundance of bars, restaurants, cinemas and retail outlets. The venue is a huge attraction for cricket fans from around the city!





Event Sponsors



Advertising Package



Clients to receive an average of 12 x *30 second TVCs per day, on each of the three screens, for the entire thirty days of the six test matches



**Total airtime package:
1080 x *30 second
TVCs**

Cost: \$75,000 + GST

*Advertisers running 15 second TVCs will receive 2160 in total

