



THE OPTUS ONE80PROJECT RETURNS TO DISCOVER AUSTRALIA'S NEXT TOP TV TALENT

www.one80project.com.au

Sydney, Australia, October 13, 2011 – For the sixth consecutive year, budding Australian TV & Film makers will have the once in a lifetime opportunity to see their big idea brought to life as a professionally produced one-hour television pilot as the **Optus ONE80PROJECT** returns to discover Australia's next big TV talent.

The only competition of its kind in the country, the **Optus ONE80PROJECT** is a joint venture between **Optus** and **MTV Networks Australia**, in association with **Event Cinemas**, which offers aspiring TV makers the means to jumpstart their career. At a time when we continue to see some of our best Australian talent heading abroad, the One80Project is committed to investing back into the Australian TV industry to provide growth and development for local talent.

Christian Van Vuuren, winner of last years' competition with entry, Sick, said *"The Optus One80Project is great proof of how many solid ideas and young, outgoing creative minds we have here in Australia and we couldn't believe we won. The judges from the One80Project were amazing and took the time out of their days to offer advice, introduce us to people and steer us in the right direction. We just finished shooting the pilot and couldn't be happier with the quality of work and the team of individuals that we got to work with."*

For a shot at the \$180,000 production budget and a share in the \$30,000 cash prize pool – including a cool \$10,000 for the winner of the Public Vote Award – entrants are invited to submit a 180-second pilot and treatment by 14 January, 2012. In an Optus One80Project first, this year's competition is also offering a \$5000 cash prize for the best pilot filmed on a mobile phone.

The public vote opens on 24 January, 2012, and the top 10 entries will be selected by a panel of high-profile industry judges and screened at a live festival event in Sydney in March, 2012.

Gavin Williams, Consumer Marketing Director at Optus said "More and more of our customers are turning to their mobiles as a source of entertainment and the OPTUS ONE80PROJECT is another way we are delivering content to meet this demand. Every year this project gets bigger and better and we are proud to be supporting the OPTUS ONE80PROJECT for a sixth year and I can't wait to see what this year's entries have to offer."

TO FIND OUT MORE ABOUT OPTUS ONE80PROJECT AND HOW TO ENTER, HEAD TO

www.one80project.com.au

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About Optus

Optus is an Australian leader in integrated communications. The company specialises in a broad range of communications services including mobile, local, national and long distance telephony, business network services, internet and satellite services and subscription television. For more information please visit www.optus.com.au

About Optus Mobile TV

Mobile TV gives Optus 3G customers the chance to access the biggest TV brands on their mobiles, both live and on demand. Channels include: MTV, Sky News, South Park, The Hills and more. Access is through Optus ZOO, for more information please visit www.optus.com.au/mobiletv

About MTV:

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile.

MTV's sibling networks MTV Hits, MTV Classic and MTV Live HD each deliver unparalleled customized content for music fans, and online hubs mtv.com.au, mtv.co.nz, mtvhits.com.au, mtvclassic.com and mtvclassic.com.au are leading destinations for music, news and pop culture. MTV is available in Australia on Foxtel, AUSTAR, Optus, Fetch TV, TransACT and Neighbourhood cable, and in New Zealand on SkyTV.

Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NYSE: VIA, VIA.B), one of the world's leading creators of programming and content across all media platforms.