

TPL – Pushing Back the Sport Broadcast Frontiers

The worldwide appeal of Australian sports has been the lifeblood of Sydney-based TPL, the company whose appreciation of the quality of sporting content and deep-rooted understanding of the global TV market and the ever-changing demands of major broadcasters has been responsible for many Australian sporting events having a global following.

The company was launched back in 1994 by James Bunn, an experienced TV industry executive who had been instrumental in some of the most important developments in Australian sports TV. Now, with the 90s behind us, TPL is launching into what Bunn believes is the second phase of its development. The opening of a London office is a landmark for an organisation which thrives on close communication with its clients

“Finding overseas markets for Australian programming is a key element of our business and I felt that we needed a Northern Hemisphere presence if we were to provide the level of contact and service that our growing client base requires,” he said.

Sydney will always be our headquarters - it is literally where the heart of the business lies. But expanding in this was a logical and



TPL... expanding the appeal of Aussie sports

progressive step which will help TPL become even more firmly established as a producer and distributor of quality programming across the sporting spectrum.

Bunn's experience in the Australian sports TV sector is considerable.

In 1992 he joined-forces with Steve Cosser to launch the nation's first cable service. The following year he was at the heart of the deal between Cosser's Australia Media and TCI which led to the launch of premier Sports Network, Australia's first 24-hour channel which was later to become Fox Sports Australia. Bunn's understanding of overseas markets extended to helping establish the AFL's global TV credentials and identifying the

potential of the 18ft Skiffs competing in Sydney Harbour. Working first with Bill Macartney and later Rob Brown, Bunn and TPL took the thrills and spills of warm-water Grand Prix sailing to the world. It's spectacular action was complimented by stunning backdrops to create a uniquely Australian televisual sporting adventure.

Motorcycling, touring cars, netball and swimming have all benefited from extending their markets with the assistance of TPL Sport. But the company is by no means one-dimensional. Its sports portfolio has also included highly creative series on the 1998 soccer World Cup and the Road To Sydney Olympic scene setters.

“This is going to be a massive year for Australian sport thanks to the focus provided by the Olympics,” said James Bunn.

“But the fact is that when the Olympic show has packed up and left home we will still be there, taking the best of Australian sport to the world. That remains our commitment and it is a commitment which is strengthened by the opening of an office which will enable us to provide an even better service to our customers,” he said.