

# Tropfest loses Sony and gains Movie Extra

Subscription TV channel, Movie Extra, has replaced Sony as the naming rights sponsor of Tropfest from next year.

The seven-year sponsorship deal will see the short film festival be known as the Movie Extra Tropfest, giving the Movie Network channel an opportunity to increase its brand identity nationally.

For the first time in Tropfest history, a live national broadcast of the event will be aired on Movie Extra next year, including exclusive red carpet highlights, celebrity interviews and the screening of all 16 finalist films.

"The opportunity to lock our premium brand into a national event of such significance was compelling," said Tony Forest, chief executive officer of Movie Network Channels.

John Polson, founder and creative director of Tropfest added: "Not only will we gain access to Movie Network Channel's substantial and national audience reach, but the partnership will provide even better opportunities for filmmakers to showcase their work and to be fostered in the development of their concepts for TV and film."

It is unknown what led to the end of Sony's five-year partnership with Tropfest.

Polson said: "Our growth could not have been possible without Sony's undying enthusiasm."

Under the new sponsorship agreement, Tropfest filmmakers will also have their films broadcast on Movie Extra in the lead up to the festival and throughout the year.

# Footytips founders go green

OLIVIA COLLINGS

The creators of footytips.com.au have launched a new targeted email advertisement website that lets members offset their carbon emissions.

Founders Health Kilgour and Nathan Isterling launched the new advertising database website, ClickGreen.com.au, which allows individuals to make a difference to the environment by clicking on an email advertisement.

As part of registering on the website, members must complete a series of questions then used by marketers to target specific advertising emails to them.

The company then uses 50% of the revenue from the advertisers to plant trees, which will be managed by GreenFleet, a not-for-profit organisation approved by the Department of Climate Change's Greenhouse Friendly program.

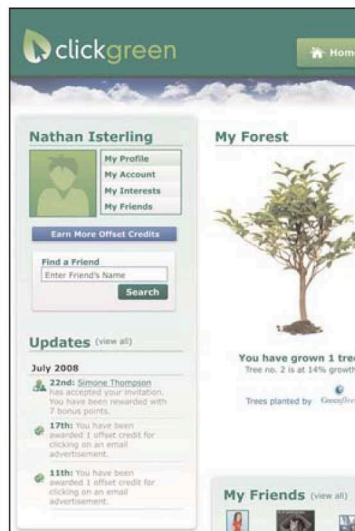
As an additional incentive, ClickGreen is offering to offset half a year's carbon for the average person (as measured by GreenFleet) by getting them to invite 25 friends to the website.

Since launching they have attracted nearly 11,000 members and have com-

pleted mail outs for eight companies.

The founders have also created a ClickGreen application on Facebook so members on Facebook can send the invitation to their Facebook friends not already signed up.

Footytips.com.au is Australia's largest footy tipping site managing more than 340,000 each year and after 10 years of existence is becoming more interactive. The site will soon have a social networking aspect to allow members to post comments on matched or view friend's activities.



## IN BRIEF

### WOLSELEY APPOINTS ARNOUL

Wolseley Media has appointed Arnoul Media Services as their new advertising representatives in South Australian and Western Australia. Wolseley Media was established in late 2007 with the backing of Wolseley Private Equity and the Wolseley Media management team of chief executive David Gardiner and commercial director Bruce Duncan. Since January Wolseley Media has acquired the businesses of Horwitz Publications, Chevron Publishing, NextMedia and BlueWater Publishing, and now publishes over 30 special interest publications.

### KALEIDOSCOPE HIRES UK PAIR

Promotional marketing agency Kaleidoscope has appointed two UK executives in two senior roles. Alan Riva has joined as general manager and director of brand experiences, replacing outgoing GM Jeremy Taylor Riley, while Guy Johnson will sit in the newly created role of client services director.

### TEN TO SHOW 90210

Network Ten has acquired the contemporary spin-off of the 90s iconic drama Beverly Hills 90210 and will launch the show, now simply called 90210, in a special two-hour premiere event on Monday 8 September. The show will feature new cast members, but will also feature old cast members Shannon Doherty, Jennie Garth and Tori Spelling as regular guest stars.

### NEWS BOOSTS TRAVEL CONTENT

News.com.au has launched a Travel World Destinations section in association with Lonely Planet. The new section, found at [www.news.com.au/travel/world](http://www.news.com.au/travel/world), integrates current News.com.au content with 273 of Lonely Planet's destination guides giving readers a platform to read travel editorial and research potential destinations. The new section features editorial, maps, downloadable guides of worldwide destinations.

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