

Media Release



25 March 2024

Coles Little Athletics Australia Extends Partnership with KommunityTV As Official Streaming Partner For Two Years

Coles Little Athletics Australia today announced that it is extending its partnership with KommunityTV Team as the Official Streaming Partner for the 2024 and 2025 Coles Australian Little Athletics Championships.

"Extending the partnership with KommunityTV builds upon KommunityTV successfully delivering Live Streaming for the 2023 Coles Australian Little Athletics Championships and a partnership with News Corp Australia as Print & Digital Media Partner for Coles Little Athletics Australia". said Myles Foreman CEO Coles Little Athletics Australia.

In 2024 a third stream will be added to enhance coverage with Stream 1 covering opening ceremony, all track events and closing ceremony, Stream 2 covering selected field events and Stream 3 covering selected field events and medal presentations.

We look forward to enhancing the editorial commitment across New Corp and KommunityTV streaming to raise awareness and promote Little Athletics as a Foundation For All Sports focused on Family Fun and Fitness and providing a high quality and accessible streaming service for members of the Little Athletics Community nationally". Foreman added.

News Sport Network Managing Director Michael Wilkins said the renewal of KommunityTV's live stream deal with Little Athletics Australia provided an exciting glimpse at the nation's future sports stars.

"Our partnership with Little Athletics Australia got off to a fantastic start with last year's Australian championships, but this isn't a 100m sprint. "This will be a marathon collaboration, which is demonstrated by our commitment to work with LAA for the next two years. Our desire is to showcase the future of the sport, and provide that link from grassroots to the elite levels of competition. With Paris 2024 around the corner and News Corp Australia's proud team partnership with our Olympians, it only adds to the excitement of our relationship Little Athletics is a rite of passage for most young Australians and the Australian Little Athletics Championships are the pinnacle event on the calendar. We look forward to watching the best young athletes run, jump, hurdle and vault their way to success. Wilkins said.

What is KommunityTV?

KommunityTV's vision is to be Australia's leader in community sports streaming and local sports story telling.

KommunityTV lives within the metro and regional digital newspapers - listed below – which are the home of KommunityTV local sports stories and live streams.

Mastheads: Daily Telegraph, Herald Sun, Courier Mail, The Advertiser, Cairns Post, Townsville Bulletin, Gold Coast Bulletin, Geelong Advertiser, The Mercury and NT News.

How has KommunityTV partnered with Little Athletics?

KommunityTV will provide the digital platform to live stream the 2024 & 2025 Coles Australian Little Athletics Championships to KommunityTV's national audience, plus work with Little Athletics to write local stories about our athletes competing. And KommunityTV will produce those stories both in the lead-up to the event and during it.

How do members of the Little Athletics Community nationally read the stories and watch the live action?

It's easy.

If you're already a full digital subscriber to any of the newspapers above - then KommunityTV is already included in your subscription. Just go to Sports -> Live Streaming -> and you'll see KommunityTV. Click on an ALAC story and off you go.

If you're not yet a full digital subscriber to any of the newspapers above - then there's two paths to get onboard.

a) Click on the ALAC story link (which we will send to you and publish on our KommunityTV social pages) -> it will take you to a sign-up page and off you go!

b) Go to KommunityTV.com.au -> sign up -> click on the ALAC story and off you go.

New subscribers to KommunityTV will be charged \$5 per week, with a minimum spend of \$20. A subscription gives people access to the action live and on-demand as well as all news, sport and entertainment content across their masthead of choice.

If you plan on watching the live stream you are encouraged to check if you already have access or subscribe prior to the first event you are planning on watching to ensure you all set up ready to go to watch the action.

For more information
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KommunityTV

KommunityTV is your ultimate destination for the best in grassroots sports.

What do you get with KommunityTV?

KommunityTV is part of News Corp Australia's metro and regional news site network.

READ



Pre + post game coverage:
Dive deeper into your game, your team and your rising stars with stories highlighting every angle.

WATCH



Live stream on desktop + mobile:
Watch your games live, plus replays available on demand.

DISCOVER



Access the latest news:
You get full digital access to News Corp Australia's metro and regional news sites, including the latest news, podcasts & more.

How do I start streaming?

Visit KommunityTV.com.au, click on your livestream, login* or subscribe and start watching!

Current Offer: **\$5 a week*** (min. cost \$20 charged every 4 weeks)

***Already a digital subscriber to one of News Corp Australia's metro and regional news sites?**

Head to KommunityTV.com.au and start reading and watching anywhere in Australia.

For all Events and times head to kommunitytv.com.au



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