



Four NSW schools participate in Microsoft Partner's Global Technology Forum

Premier Kristina Keneally last night announced four NSW schools will participate in the 2011 Microsoft Partners in Learning Innovative Schools Initiative – a program to allow these schools to use new Microsoft technologies before they are released around the world.

NSW schools selected to participate in the 2011 forum are:

- ▶ Albury Public School;
- ▶ Sydney Distance Education High School;
- ▶ Campbelltown Performing Arts High School; and
- ▶ Tuggerah Lakes Secondary College (Tumbi Umbi Campus).

The Premier made the announcement at an awards ceremony to congratulate schools taking part in the 2010 program – which was the first year Microsoft's \$500 million global initiative was held in Australia.

The program gives innovative schools from around the country the opportunity to come together to share and showcase their world-class digital teaching practices in a series of forums.

Participating schools also receive access to early pilots of Microsoft programs before they are released and additional eLearning training for teachers and principals.

In 2010, 23 schools from across the country were selected to take part, including Lakelands Public School, Cromer Campus High School, Miller Technology High School and Callaghan College (Wallsend Campus) in NSW.

"The Innovative Schools Forum connects schools

with leading experts in the information technology sector to look at how to best use new technologies in the classroom," Ms Keneally said.

"We've already seen classrooms transformed into digital learning spaces thanks to the 146,000 laptops NSW has rolled out through the Digital Education Revolution, and this program allows educators to share ideas on how to utilise this technology in the classroom."

Parliamentary Secretary for the Central Coast, David Harris said, "This program will give students the unique opportunity to use new Microsoft technologies before they are released around the world.

"Students and staff at the Tuggerah Lakes Secondary College (Tumbi Umbi Campus) will now be able to work on ways to better use technology in the classroom and will share their new skills with surrounding schools."

Member for Camden, Geoff Corrigan said, "The Innovative Schools Forum will allow teachers and students to come together and work on new teaching methods with other innovative schools from around the country."

"Students are already benefiting from the laptops the NSW Government has rolled out across the State and this will further enhance opportunities for digital learning in NSW public schools."

Microsoft Australia Academic Programs Manager, Jane Mackarell said, "Microsoft sees Australia as world class when it comes to giving its children the tools and knowledge to succeed in a highly connected and globalised economy."

"This is a great opportunity for Australia to play a global leadership role in digital education and our Innovative Schools program enables Australia's top

schools and teachers to come together and demonstrate how the classroom of the future is becoming a reality."

Participating schools for 2011:

New South Wales

Albury Public School
Sydney Distance Education High School
Campbelltown Performing Arts High School
Tuggerah Lakes Secondary College (Tumbi Umbi Campus)

Western Australia

Esperance Primary School
Hamilton Senior High School

Tom Price Primary School

Australian Capital Territory

Erindale College

Northern Territory

Rosebury Middle School

Queensland

Kirwan State High School
Coomera Springs State School
Stanthorpe State School

South Australia

Lockleys North Primary School
Charles Campbell Secondary School

Tasmania

Princess St Primary School
Campbell St Primary School

Victoria

Somerville State School
Buckley Park State School
Mooroolbark College
Belmont High School

MEGA COSMOS is No.1 in Greece exclusively on UBI World TV

It's undisputed! Mega is THE Omega channel in Greece, consistently sweeping the TV ratings charts as the number one TV channel in Greece and commanding a comfortable lead over Antenna and the rest of the country's terrestrial TV channels.

According to the AGB/ Nielsen Audience Measurement primetime surveys in Greece, covering the 1st to 31st October 2010 in the key 15-to-44-year-old audience demographic, the five highest rating series were from Mega, led by the new epic series The Island which registered a massive 69.4% rating, followed by Polykatoikia (29.3%), Someone Else's Life (29.1%), Generation of 592E (28.5%) and Dolls (27.8%).

Mega's dominance in primetime series dwarfed Antenna's performance in this category with its strongest series achieving only moderate success: A Thousand and One Nights (20.3%), a Turkish series that Antenna acquired the rights for airing in Greece and Dreamtrap (19.5%), Antenna's only local Greek production.

In the fiercely competitive morning block, Mega's new morning show My Morning posted an exceptional rating of 28%, compared with Antenna's



10 with 1 Together, which rated only 17.1% during the same period and in the same key audience demographic.

The same trends were seen in news where Mega reigns supreme as the most trusted Greek network. Mega News Bulletin posted an impressive total audience rating of 24.7%, compared with Antenna Main News's 12.6%, during the same period.

Not surprisingly, Mega leads the pack in over-all channel performance with a dominant 27.7% rating, compared with Antenna's 17.7% rating, for the month of October in the key 15-to-44-year-old audience demographic. Even more telling is how Mega significantly increased its total over-all primetime channel performance, from 22.4% in the same period last year to 29% this year. As Mega

gained nearly 7 percentage points, Antenna lost almost 2 percentage points with its total over-all primetime channel rating dropping to 18.9% this year, from 21% in the same period last year.

President of UBI World TV, Ms Regina Boulos, said: "Australia's and New Zealand's leading multicultural broadcaster, UBI World TV, is proud to carry Greece's undisputed number one TV channel, Mega Cosmos. With its array of the highest rating and top quality series, news and current affairs and entertainment programs direct from Greece, Mega Cosmos is THE must-have and must-watch channel for Greek-Australians and Greek-New Zealanders. And with the biggest new shows and new episodes of all-time favourite programs comprising the strongest new season line-up on Greek TV, only Mega Cosmos brings the best TV from Greece right here".

To watch Greece's number one channel, Mega Cosmos, as well as six other top-rating Greek channels comprising Alpha, Star, Ellas+, MAD World, RIK Sat, 4E and access to ERT World, plus 12 Greek radio channels, simply subscribe to UBI's full Greek Package by calling 1 300 400 800 in Australia, 0800 4000 23 in New Zealand, email sales@ubiworldtv.com or visit www.ubi-



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