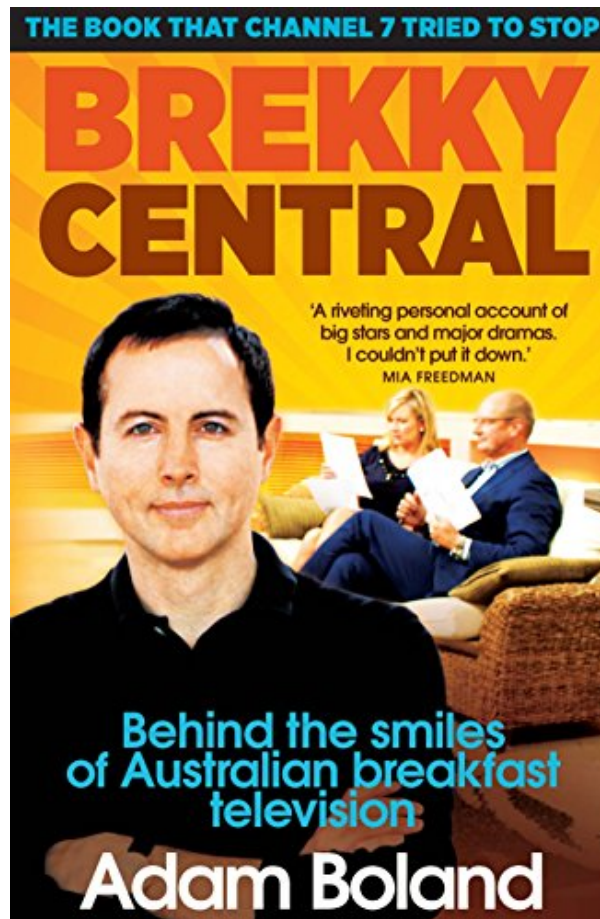


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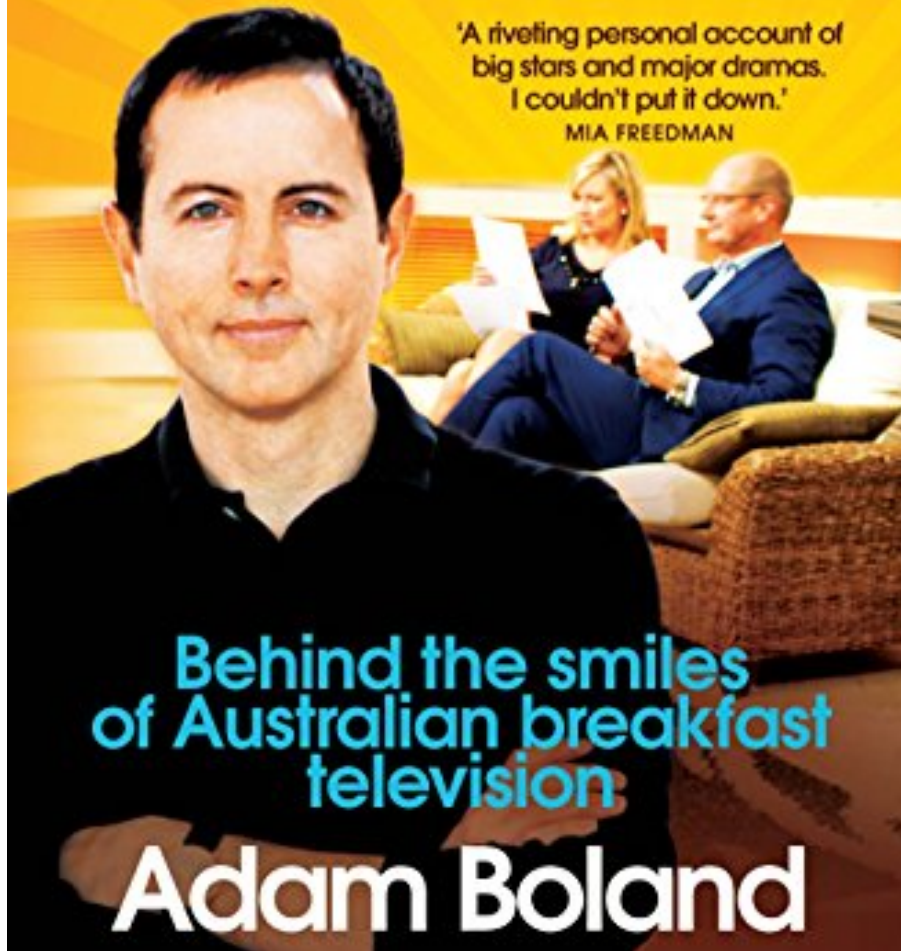


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A revealing memoir of the man who changed the face of breakfast television in Australia

'I thought I knew a bit about breakfast TV. I was wrong. What we see is nothing compared to what goes on behind the scenes. I was fascinated to read this brutally honest account of so many stories that have become Australian media folklore. The characters, the drama, the egos. It is an unflinching account from the man who has arguably had a greater impact on the way we watch TV than anyone since Graham Kennedy.' MIA FREEDMAN

Between Sunrise and The Morning Show, Adam Boland oversaw thirty hours of network television a week, turning a daggy finance nerd and a suburban mum into household names. He even helped propel Kevin Rudd into The Lodge.

Now, for the first time, he takes us behind the camera, inside the Sunrise family. Brekky Central is the story of the most competitive timeslot on television; the stakes are high and so are the pressures on those who show up each morning to win the ratings. Along the way, celebrities do what celebrities do, television executives outmanoeuvre each other and presenters succeed or fail.

This is a world of hellishly long hours, of silliness and seriousness, an extraordinary mix of egos, scandals and drama but also a celebration of the magic that is television.

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