



**SOUTHERN CROSS AUSTEREO**  
*absolutely engaging*



**Southern Cross Media Group Limited**

ABN 91 116 024 536

*Southern Cross Austereo comprises Southern Cross Media Group Limited and its subsidiaries*

**Nine Entertainment Co. Holdings Limited**

ABN 60 122 203 892

**4 APRIL 2018**

## **NINE AND SOUTHERN CROSS AUSTEREO BOOST THEIR PARTNERSHIP**

Nine and Southern Cross Austereo (SCA) today announced that SCA will take on representation of Nine's local television sales in the Northern New South Wales licence area.

The arrangement commences on 1 July 2018 (with a transition period from 1 May 2018) and builds on the broader affiliate agreement between the two parties. With SCA already representing Nine for national sales in Northern NSW, this agreement will mean all TV sales for Nine's NBN operations in Northern NSW will be undertaken by SCA.

Kylie Blucher Managing Director of QTQ and NBN said, "This is a natural step in the close relationship we have with our regional partner SCA and there are obvious synergies in having them represent us across the Northern NSW licence area."

"For local advertisers they will continue to be serviced by a strong local team who knows the area and their needs."

Brian Gallagher, Chief Sales Officer for SCA said, "With this extension into Northern NSW, SCA will be bringing its expertise to sell the Nine TV product to local and national clients across the vast majority of regional Australia."

As the largest regional market, the Northern NSW licence area serves a population of more than 2.1 million people, with centres in the Gold Coast, Newcastle, Central Coast, Tamworth, Taree, Lismore, Port Macquarie and Coffs Harbour.

Nine and SCA are working with impacted employees for their transition to SCA.

For further enquiries please contact:

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