



AUSTEREO GROUP LIMITED

November 23, 2006

Austereo announces online agreement with Fairfax Digital

Austereo and Fairfax Digital today announced they had signed a heads of agreement to share online content and technology.

Under the agreement, Austereo proposes to host its Triple M and Today network websites on Fairfax Digital's industry-leading technology platform, and utilise Fairfax Digital's sales force to augment its existing sales presence.

In return, Fairfax Digital will obtain access to Austereo's innovative entertainment content and its deep relationships with the 18 to 49-year-old demographic, which the Austereo networks lead in the capital city radio markets.

Austereo Chief Executive Officer, Michael Anderson said: "During the past three years we've achieved success with our digital strategy through our Austereo Interactive team.

"We lead the industry with innovative digital content, including our very successful podcasts.

"Building a stronger online presence has now become a strategic priority for Austereo and this agreement will drive our online strategy to the next stage. It will enable us to bring our plans forward by 12 to 18 months.

"Within Austereo we have dramatically increased the resources dedicated to creating digital content for our sites.

"This agreement will significantly improve the way we deliver our online content to our audience and clients, without the need to invest in infrastructure or a dedicated online sales force. This will result in a positive financial outcome in the medium to long term.

"By sharing our online content with Fairfax Digital we will be able to deliver our compelling entertainment to an even broader audience through websites such as smh.com.au and theage.com.au.

"In addition we will be able leverage off the strength of Fairfax Digital's content in a number of areas that fall outside our core programming, but which are important to our online offering.

"All our sites will be re-launched with new features and new content over the next six months.

“The process of continuous improvement will not stop there as we seek to achieve our goal of being a major online force in the entertainment and music space.

“Our online business will form a strong foundation for the other activities of Austereo Interactive, which will continue to drive the creation and distribution of digital content across multiple platforms and meet the needs of our listeners and clients.

“The new strategy will unlock new audience and advertiser opportunities and ensure Austereo’s ongoing leadership position.”

Fairfax Digital Chief Executive Officer Jack Matthews said: “Austereo has a very strong relationship with its audience and having access to their content and those relationships will be of great benefit to Fairfax Digital. We are looking forward to working with Austereo and providing a world class platform for their exciting plans.”

For further information contact:
Michael Anderson – Chief Executive Officer
02 9375 1060