



# Macquarie Australia Conference

20  
15



NEWS & MEDIA

APN NEWS & MEDIA LIMITED  
ABN 95 008 637 643

Michael Miller & Jeff Howard

# APN GROUP HIGHLIGHTS



ADSHL

**LARGEST**  
SCALABLE DIGITAL  
NETWORK IN  
THE COUNTRY

**92%**  
of Australians  
each fortnight

**83%**  
of the New  
Zealand  
population

**ALMOST**  
**20,000**  
ADVERTISING PANELS



Australian Radio  
Network

**LARGEST**  
**AUDIENCE**  
OF ANY METROPOLITAN  
RADIO NETWORK IN  
AUSTRALIA

**#1** FM SYDNEY  
STATION

**#1** ADELAIDE  
STATION

**#1** BRISBANE  
STATION



iHeartRadio

**809,000**  
REGISTERED USERS  
IN AUSTRALIA  
AND NEW ZEALAND

**1.2 MILLION**  
MOBILE DOWNLOADS

**NZ**  
**ME.**

New Zealand Media  
and Entertainment  
NZME

**3.1 MILLION**  
NEW ZEALANDERS  
EACH MONTH

The New Zealand  
Herald is the  
country's

**#1** NEWSPAPER  
PUBLISHER

Newstalk ZB is the  
country's

**#1** RADIO  
STATION

Radio Sport is the  
country's

**#1** DEDICATED  
SPORTS  
STATION

Coast is the  
country's

**#1** MUSIC  
STATION

**LEADING**  
**DEALS SITE**  
(GRABONE)



Australian  
Regional Media

**1.5 MILLION**  
PEOPLE EACH WEEK

**12**  
daily  
newspapers

**60**  
community  
and non-daily  
publications

**#1** MEDIA  
BRANDS

in the regional  
Queensland and  
northern New  
South Wales  
markets they  
operate in

Buspak  
CODY

Hong Kong  
Outdoor

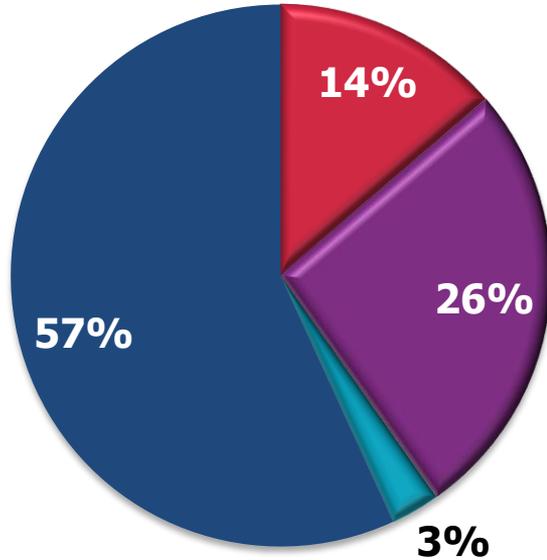
**1,200**  
buzplay TV  
installations

**OVER 160**  
BILLBOARDS

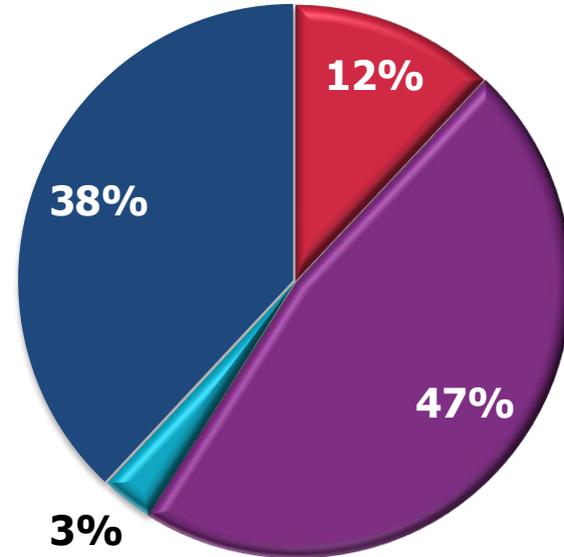
**SIX**  
prime  
locations

# APN'S EARNINGS 2013 V 2014

Proportionate share of APN earnings (2013)



Proportionate share of APN earnings (2014)



■ Outdoor ■ Radio ■ Other ■ Publishing

■ Outdoor ■ Radio ■ Other ■ Publishing

# APN'S STRATEGY



**BRANDS &  
PEOPLE**

We will continue to **grow audience engagement** by responding to the changing needs of our consumers and advertisers.

We will continue to **diversify our revenues**, creating new commercial opportunities and building market share through expanding operations.

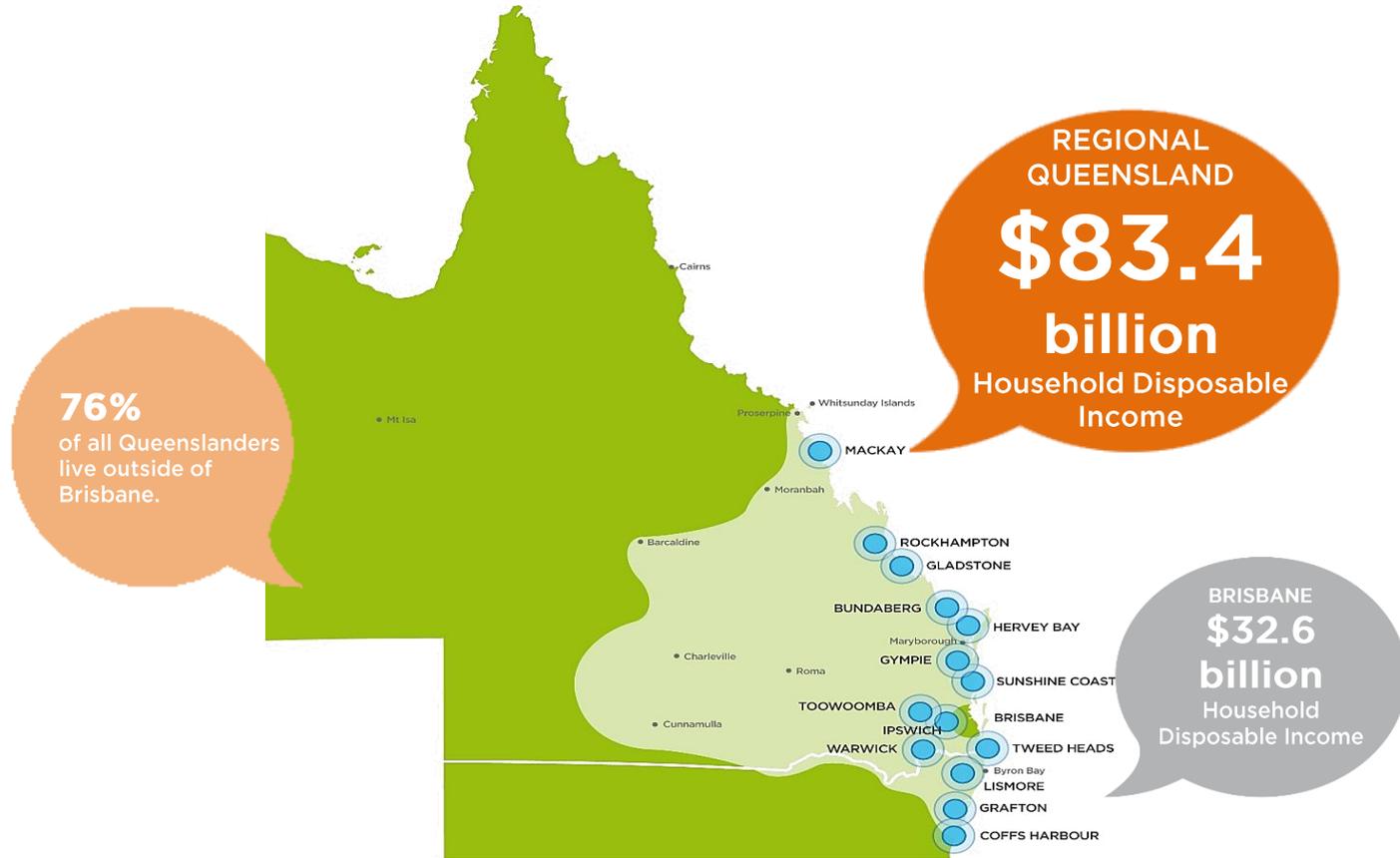
We will continue to **optimise integration** that results in revenue growth, cost savings and operational synergies.

We will continue to **invest for growth** in initiatives and opportunities that enable us to increase share and outperform the markets we operate in.

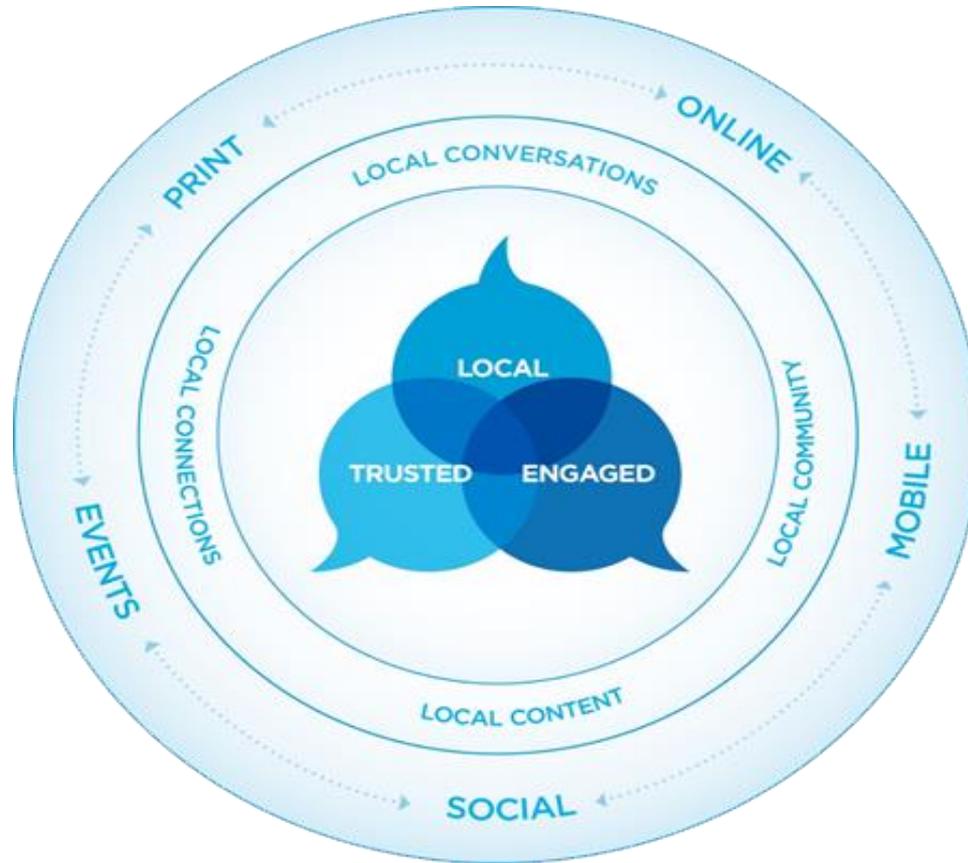


# Australian Regional Media

# STATE OF REGIONAL QUEENSLAND

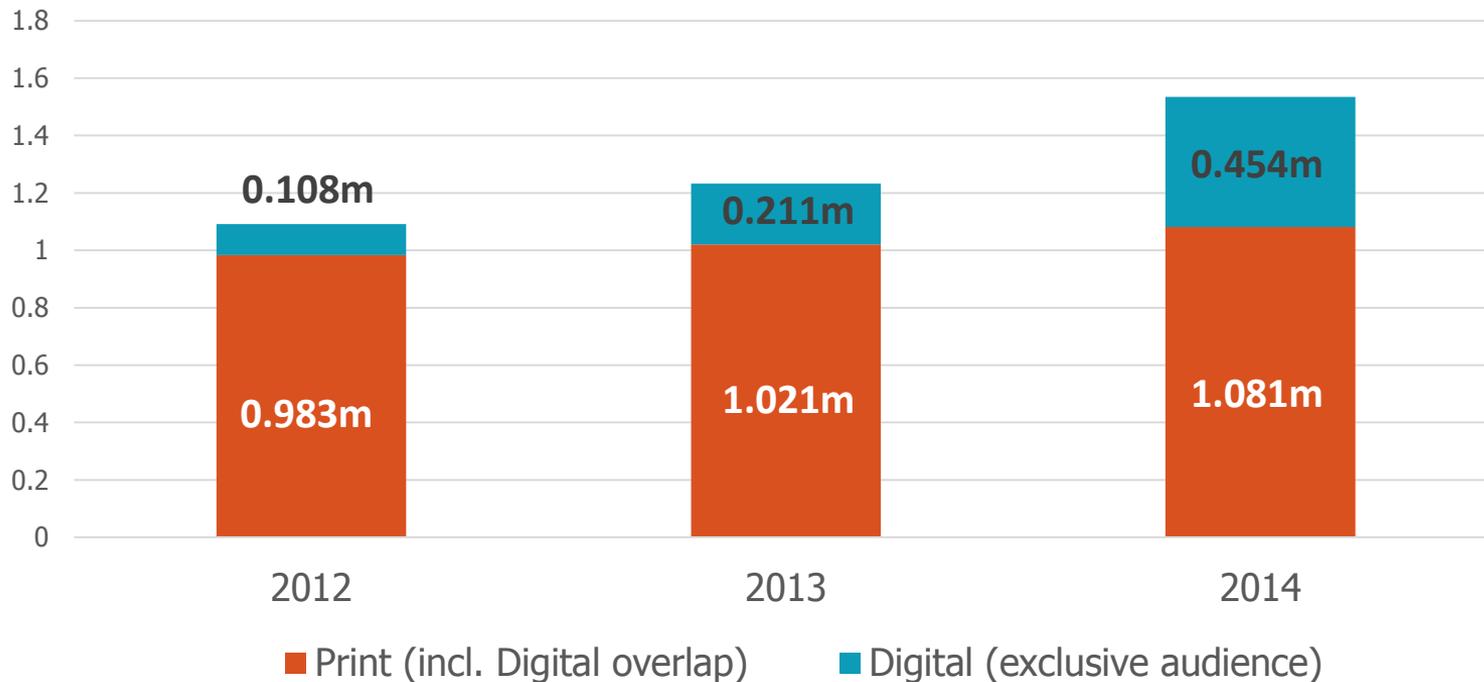


# ARM POSITIONING

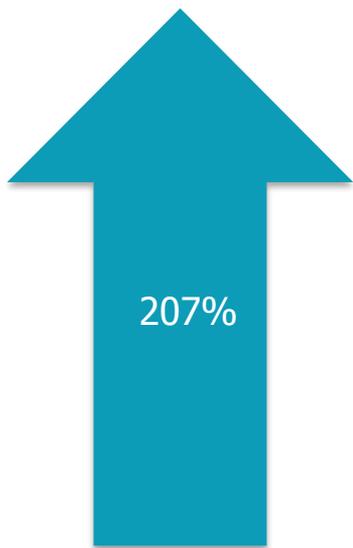


# ARM AUDIENCE CONTINUES TO GROW

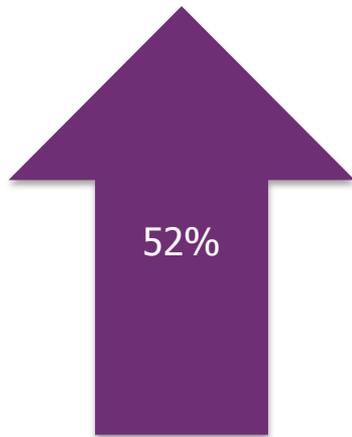
## Weekly ARM audience (Millions)



# DIGITAL AUDIENCE GROWTH



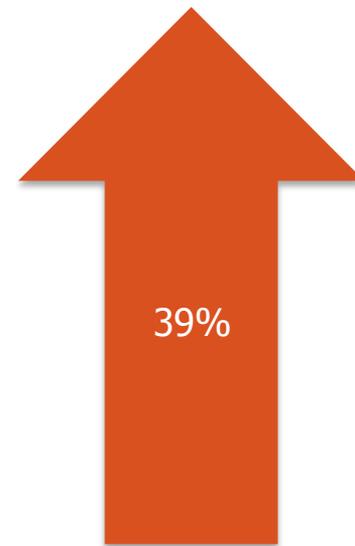
**Mobile audiences**



**Social audiences**



**Online audiences**



**Digital revenue**

# ARM'S EBITDA DECLINES ARE MODERATING

EBITDA declines (\$millions)



# CHANGING PUBLISHING MODEL - MONETISING CONTENT

Masthead brand	Digital subscription effect
	Circ revenue = Adv revenue
  	Circ revenue = Adv revenue
	Circ revenue > Adv revenue
	Digital represents 70% of total paying audience

# DIGITAL SUBSCRIPTION SUCCESS AT A LOCAL LEVEL



## The Washington Post

More than 50 local newspaper partners, including:

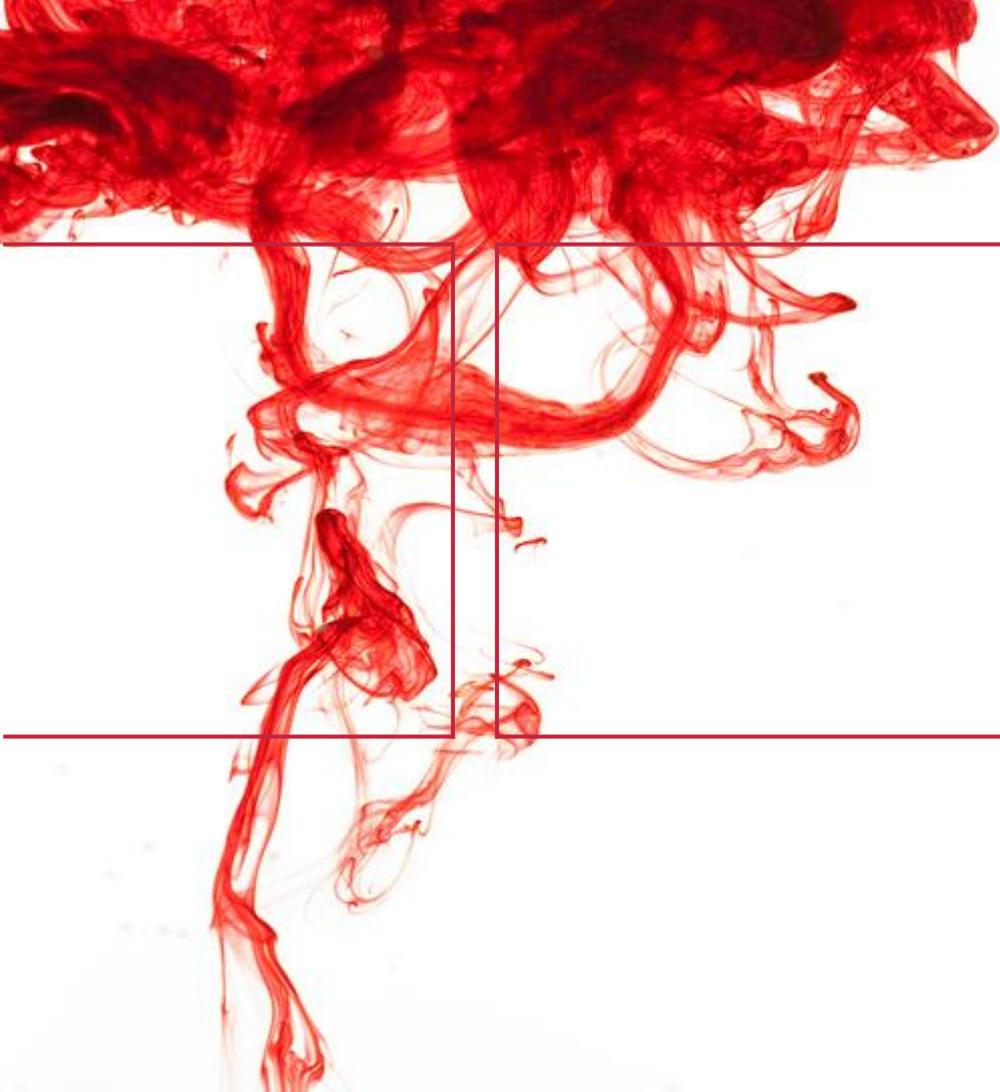


Pittsburgh Post-Gazette®



Star  Advertiser





# Outdoor

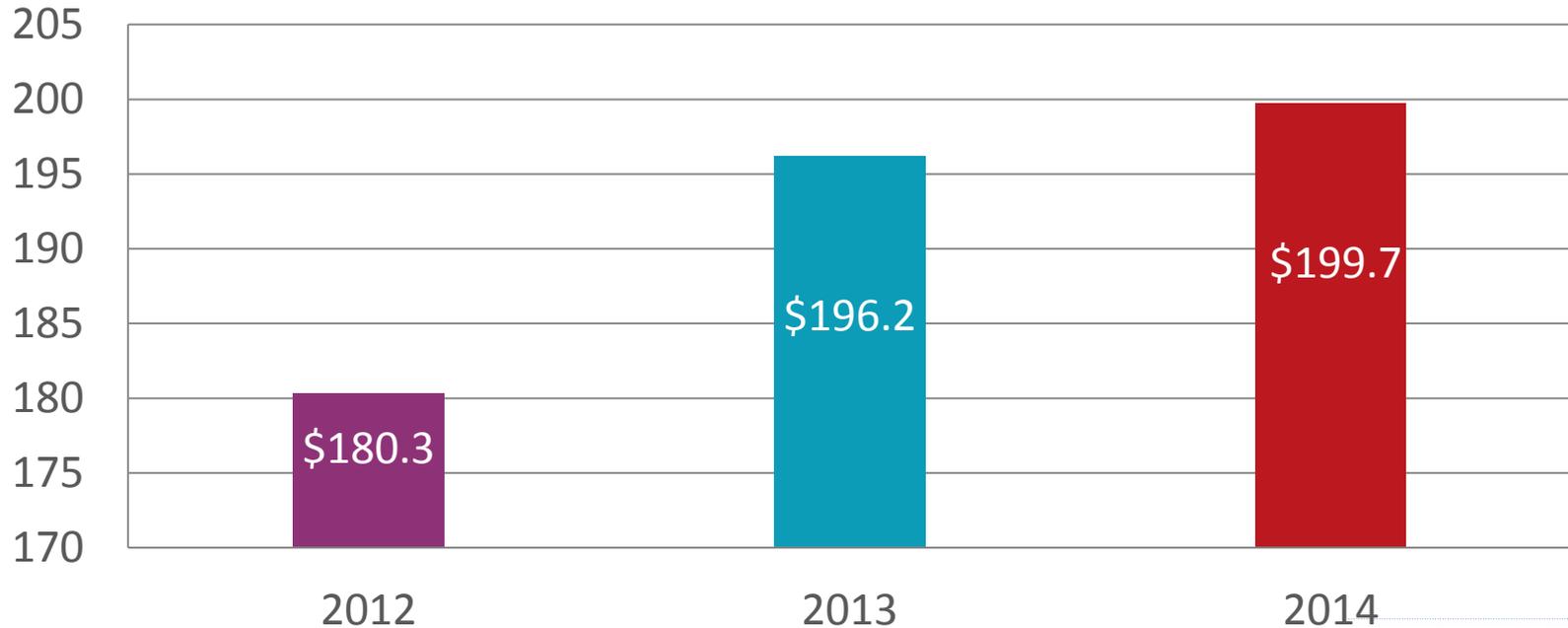
# AUSTRALIAN OOH CONTINUES TO EXPERIENCE STRONG GROWTH

Outdoor advertising industry revenue (\$millions)



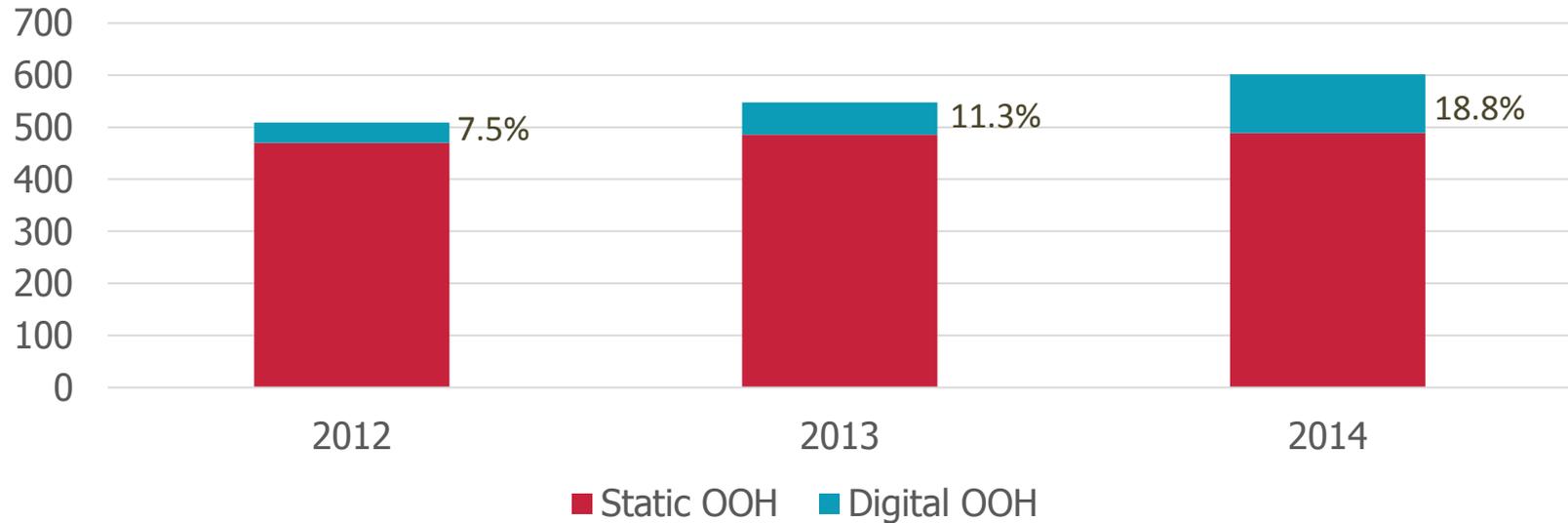
# ROADSIDE OOH GROWTH

Roadside (other) revenue growth (\$millions)



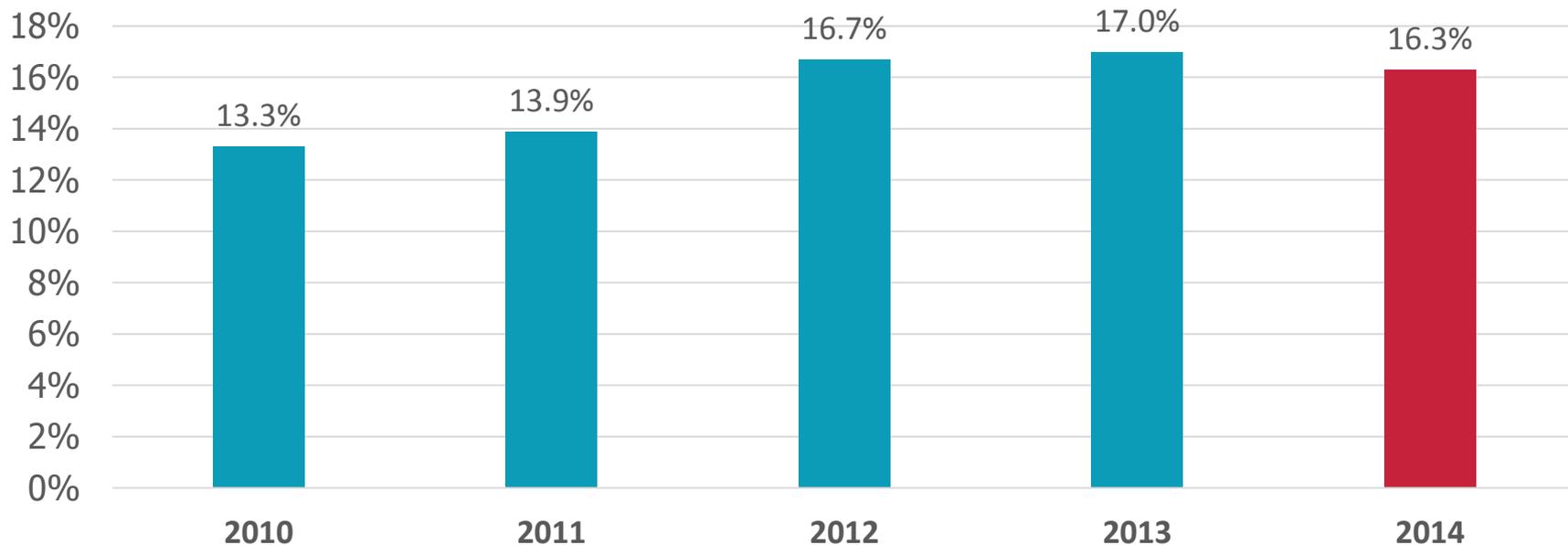
# DIGITAL'S OOH GROWTH

DOOH revenue as a percentage of total OOH revenue



# ADSHEL IS HOLDING SHARE IN COMPETITIVE MARKET

Adshel market share in Australia

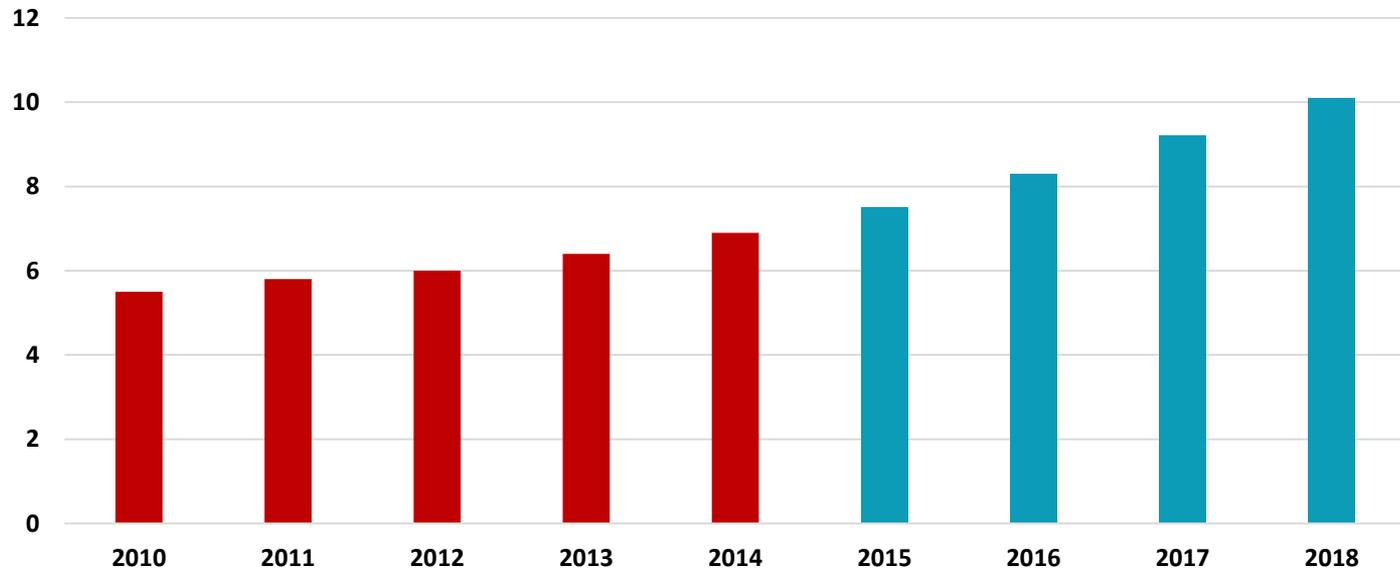


# AUSTRALIAN OUTDOOR PUSHES THE BOUNDARIES



# OOH IN ASIA CONTINUES TO GROW

Ad spend (US\$billions) **Total South East Asia, China and Hong Kong Market Growth**



A vertical splash of vibrant purple ink on a white background, with intricate, swirling patterns. The splash starts from the top left and moves downwards, creating a large, textured cloud of color.

# Australian Radio Network

# ARN – 2014 STANDOUT PERFORMER

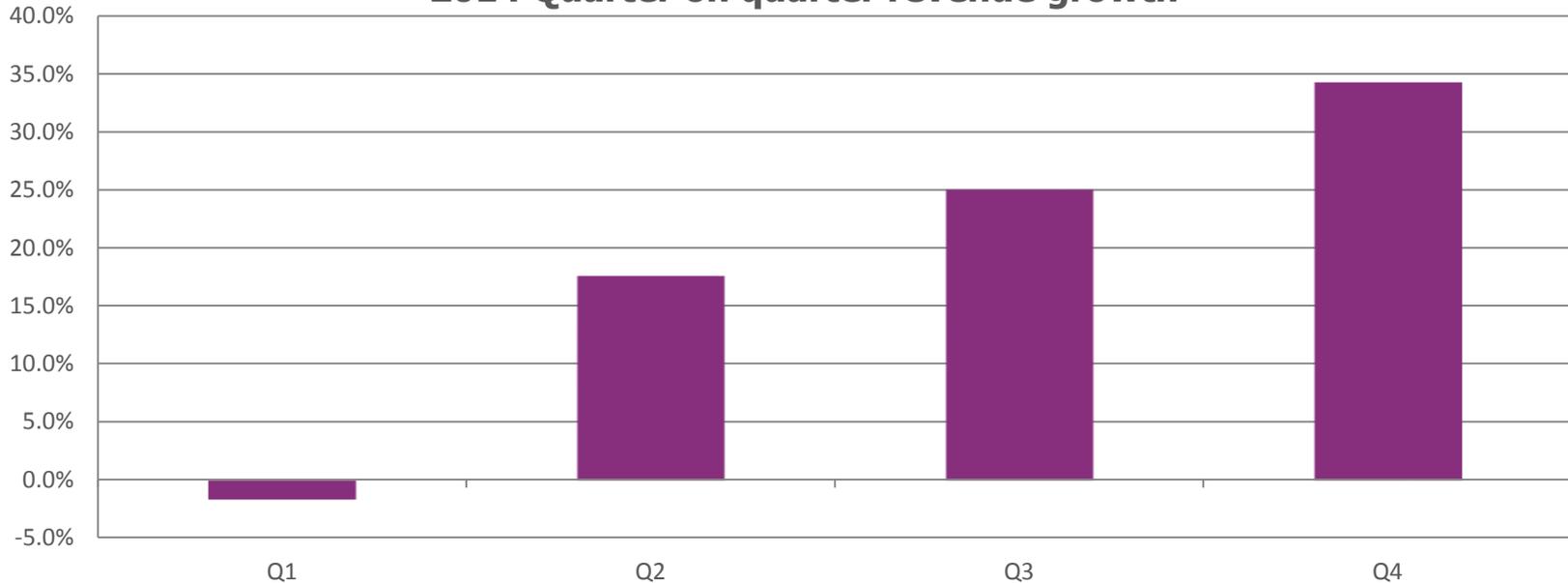


# ARN – 2014 STANDOUT PERFORMER



# STRONG GROWTH FOR RADIO IN 2014

2014 Quarter on quarter revenue growth



# ARN – 2015 INITIATIVES

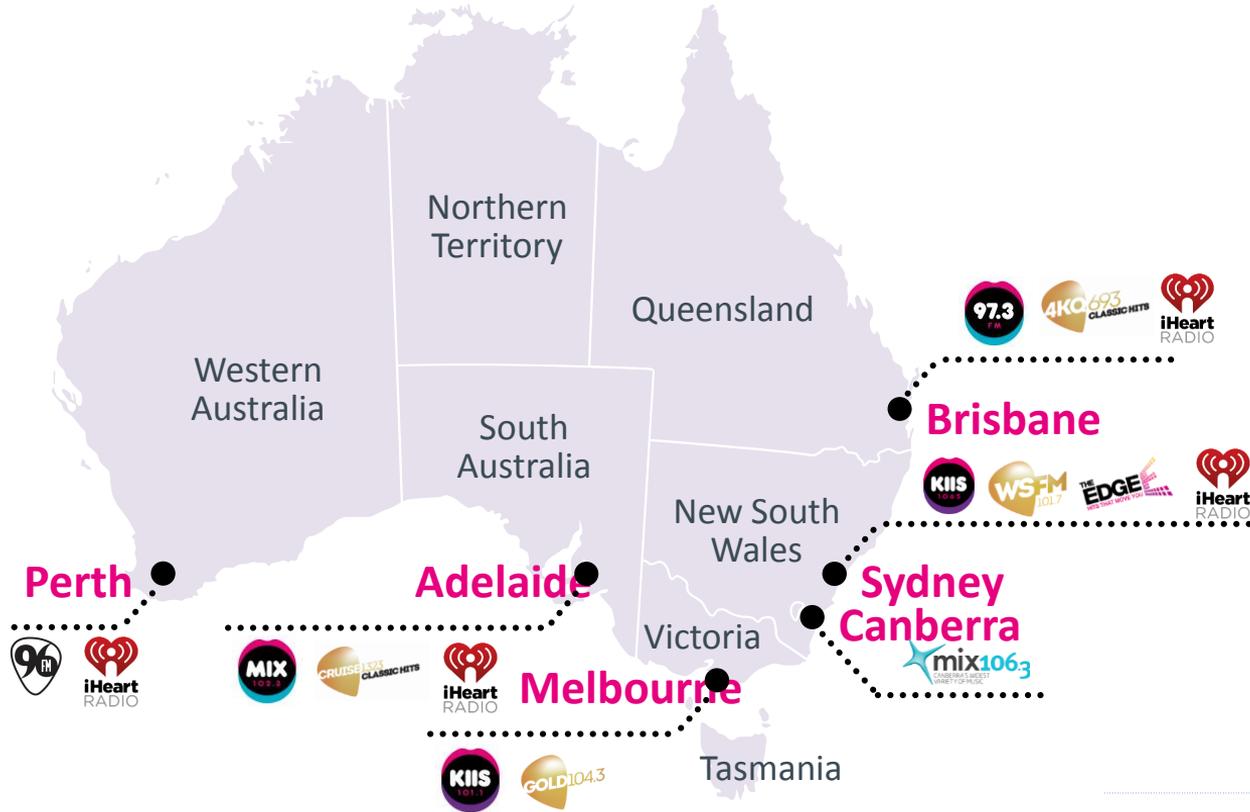


**Launched KIIS in MEL  
Matt Tilley & Jane Hall for  
breakfast**



**Launched national  
Drive show with  
Hughesy & Kate on  
expanded KIIS  
network**

# ARN - THE BIGGEST AUDIENCE OF ANY METRO RADIO NETWORK



# GROWTH OPPORTUNITIES FOR ARN



SYDNEY



# GROWTH OPPORTUNITIES FOR ARN



MELBOURNE B'FAST

SYDNEY



# GROWTH OPPORTUNITIES FOR ARN



NATIONAL DRIVE

MELBOURNE B'FAST

SYDNEY



# GROWTH OPPORTUNITIES FOR ARN



PERTH

NATIONAL DRIVE

MELBOURNE B'FAST

SYDNEY



# GROWTH OPPORTUNITIES FOR ARN



5-CAP NETWORK

PERTH

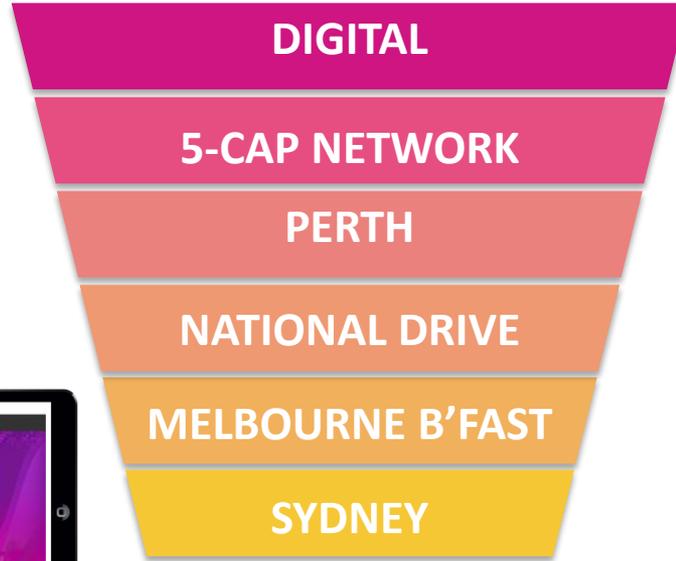
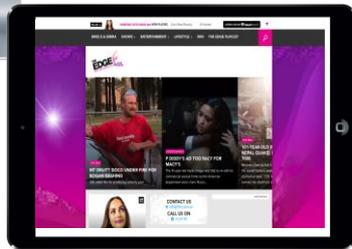
NATIONAL DRIVE

MELBOURNE B'FAST

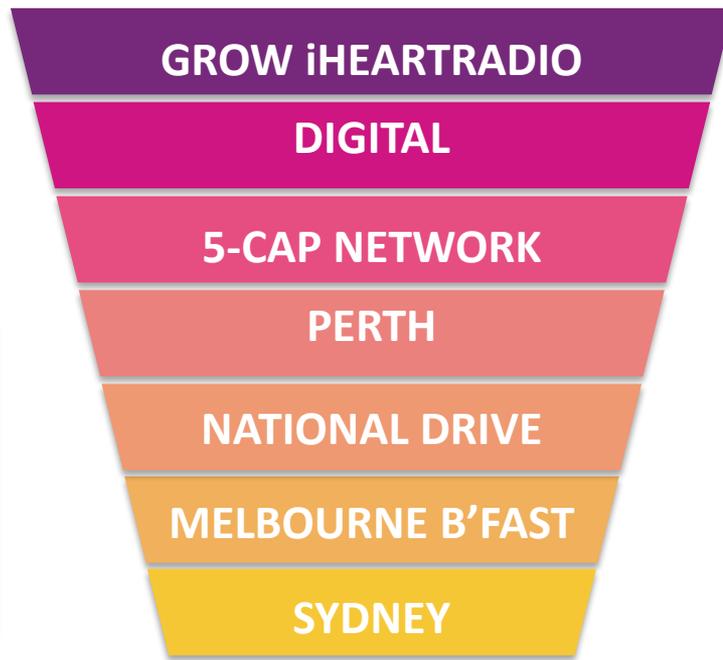
SYDNEY



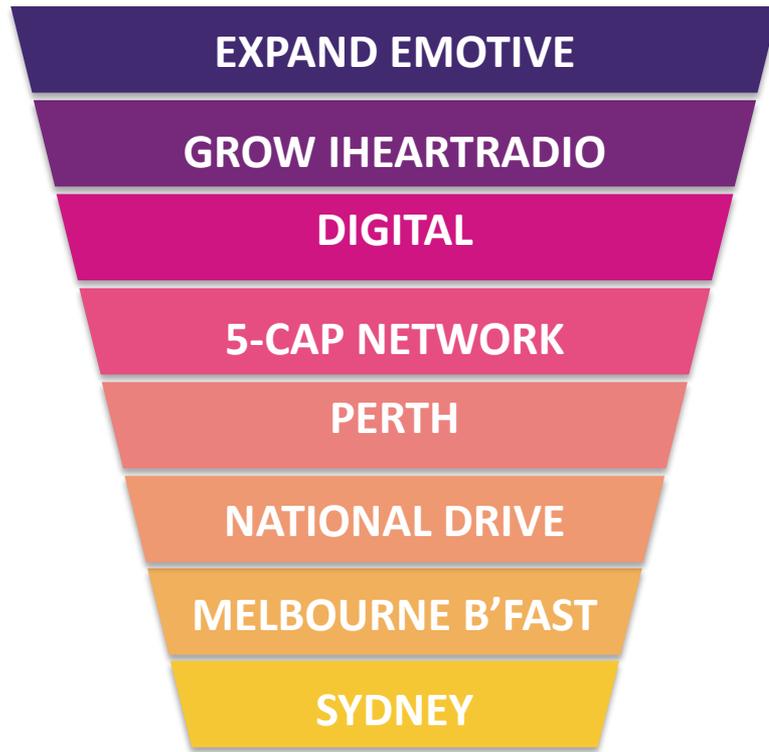
# GROWTH OPPORTUNITIES FOR ARN



# GROWTH OPPORTUNITIES FOR ARN



# GROWTH OPPORTUNITIES FOR ARN



# IHEARTRADIO – CONNECTING ADVERTISERS WITH AN ENGAGED AUDIENCE



**1,196,000**  
mobile  
downloads



**809,000**  
registered  
users

The background of the slide is a white surface with several abstract, organic shapes in various shades of green, resembling ink splatters or liquid motion. These shapes are scattered across the top and right portions of the frame. A thin green horizontal line runs across the middle of the slide, and a thin green vertical line is positioned to the right of the text. The text 'NZME.' is written in a bold, green, sans-serif font, positioned to the left of the vertical line and below the horizontal line.

**NZME.**

# NZME'S INTEGRATION PROCESS IS ON-TRACK

**NZME.** NEW ZEALAND  
MEDIA AND  
ENTERTAINMENT



Merging three businesses into one



The New Zealand Herald



*radionetw@rk*

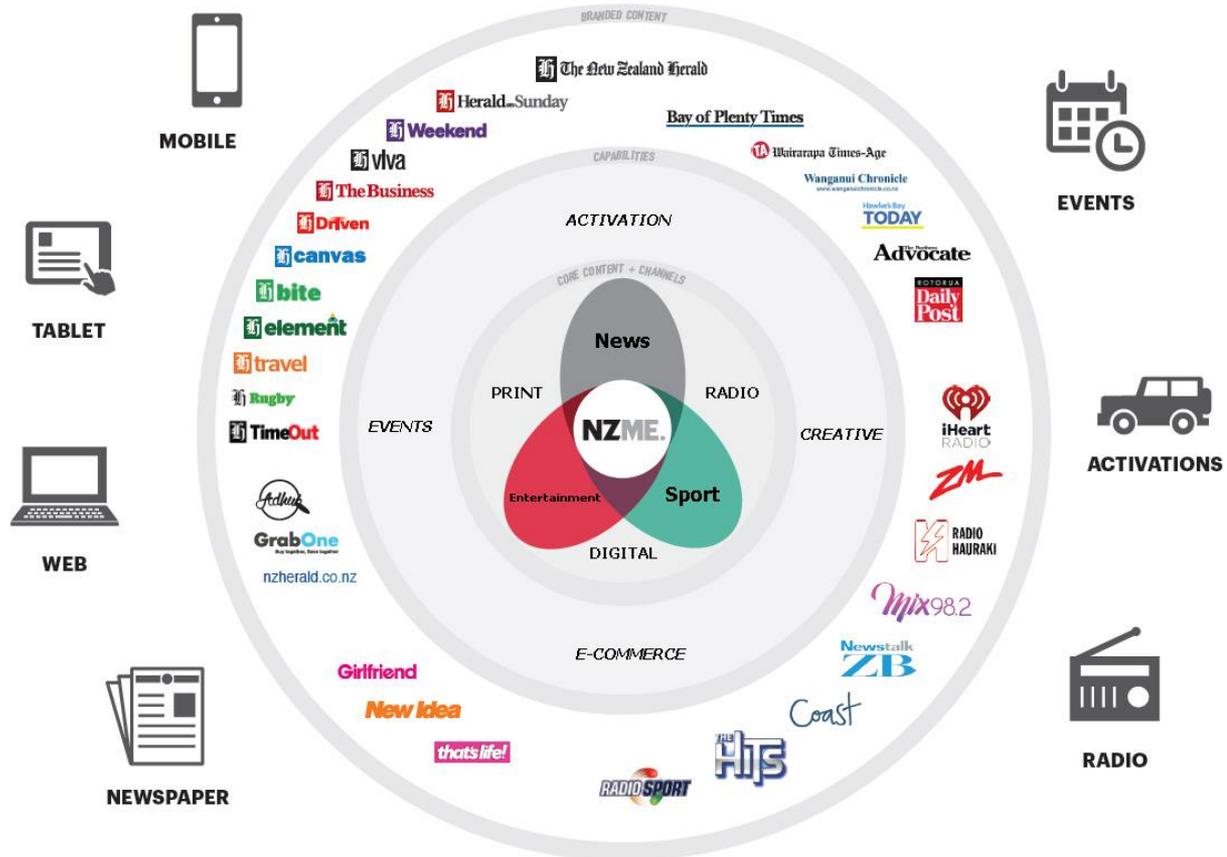


**GrabOne**

# NZME IS MERGING THREE BUSINESSES INTO ONE



# NZME IS MERGING THREE BUSINESSES INTO ONE



# NZME'S INTEGRATION PROCESS IS ON-TRACK

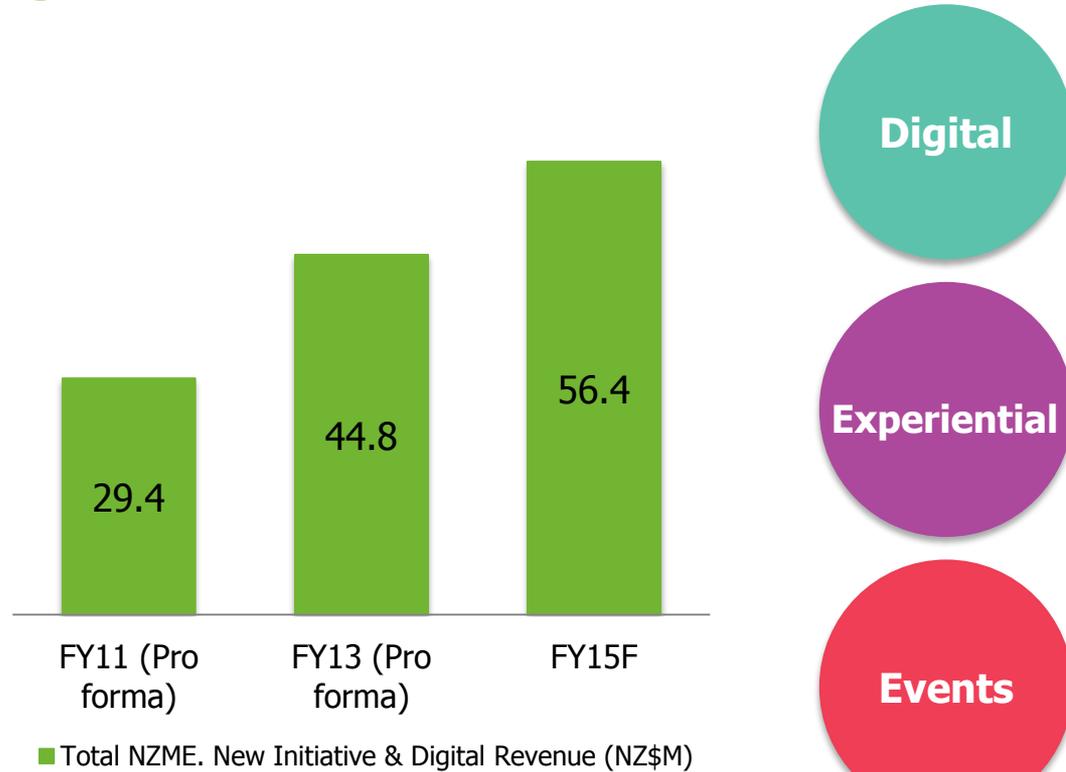


Merging three businesses into one

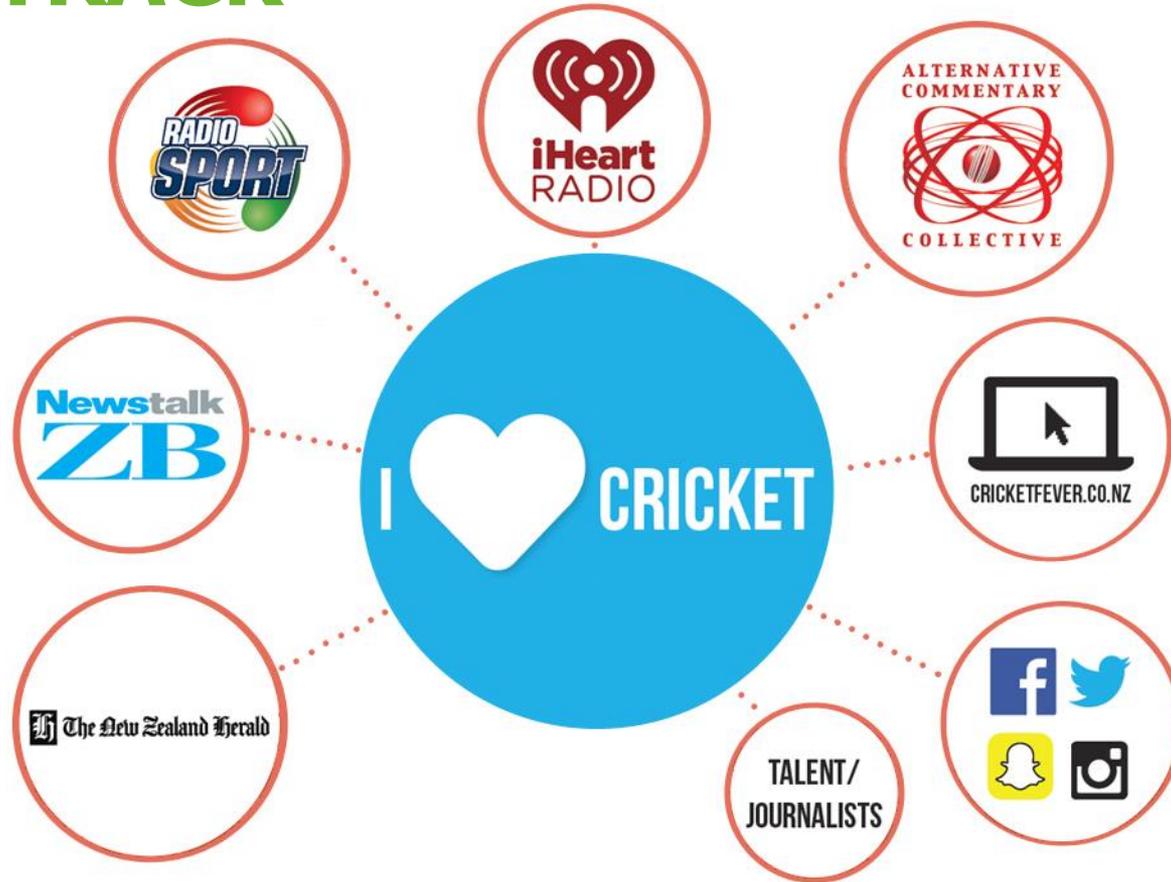


Actively investing in new revenue areas

# NZME'S INTEGRATION PROCESS IS ON-TRACK



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# NZME'S INTEGRATION PROCESS IS ON-TRACK



Merging three businesses into one



Actively investing in new revenue areas



Focus on revenue growth and cost efficiencies

# TRADING UPDATE

In terms of trading, the positive start to 2015 that we reported at the time of our 2014 full year results has continued.

- Group revenues year to date are six per cent ahead of prior year. This includes the additional revenues from the acquisition of Perth's 96FM that completed in late January.
  - Advertising market conditions have softened somewhat in April, and comparatives were improving this time last year. We remain focused on share growth in all our markets.
  - Costs have increased, primarily due to revenue growth in ARN, the acquisition of 96FM, and NZME's integration.
  - Group EBITDA is tracking ahead of last year.
  - NPAT is therefore consistent with prior year, with interest savings from last year's refinancing being offset by increased depreciation and amortisation following 2014 investments, and a higher effective tax rate.
-

# APNEXT – INVESTOR DAY



## APNext 2015

**Investor  
Day  
In-person  
Event**

**APN News & Media CEO Michael Miller is pleased to invite you to the Company's 2015 Investor Day.**

Join us as we provide insight into APN's strategies covering topics such as:

- How integrated advertising gets results
- The changing business model of publishing
- Growth opportunities from business integration
- Out of home's transition into a broadcast medium
- Building upon the success in Australian radio
- Effective content marketing
- Commercialising digital radio

Hear from some of APN's senior divisional executives including:

- Australian Radio Network CEO Ciaran Davis
- NZME CEO Jane Hastings
- Australian Regional Media CEO Neil Monaghan
- Adshel CEO Rob Atkinson
- Emotive CEO Simon Joyce

There will also be a special appearance by KIIS Drive presenter and comedian Dave Hughes who will be providing lunchtime entertainment.

To express your interest in attending, please contact [events@apn.com.au](mailto:events@apn.com.au)

An abstract, artistic splash of blue ink or paint on a white background, located on the left side of the slide. The splash is composed of various shades of blue, from light to dark, and has a fluid, organic shape.

**Thank you**