



SOUTHERN CROSS AUSTEREO
absolutely engaging

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MALL MEDIA

SCA INVESTS IN DIGITAL OUT OF HOME MARKET

Southern Cross Austereo today announced that it has entered into a long term partnership with property owner QIC to provide out of home solutions in shopping centres across Australia.

This new and innovative model will see QIC provide the audience and infrastructure and SCA provide compelling audio visual content for shopping malls with large format digital screens situated in high traffic areas such as food courts.

As SCA's first foray into the digital out of home market, this initial agreement between SCA and QIC will cover malls in Canberra, Toowoomba, Robina, Logan and Melton. For each of these shopping centres, SCA will provide locally relevant news, weather and sports content and provide local businesses with the ability to engage with their local target audiences.

Announcing the partnership, Grant Blackley CEO of Southern Cross Austereo said "This partnership with QIC is a perfect fit for an entertainment company like SCA that already has the ability to reach 95% of the Australian population. As we lean on our considerable entertainment assets and extensive broadcasting experience, this will provide an unparalleled opportunity to unite local audiences and local businesses in the out of home environment."

"Our entry into the high growth digital out of home market is an exciting phase to the continued development or expansion of SCA suite of digital assets including our new podcasting business PodcastOne."

For further enquiries please contact: Creina Chapman Head of Regulatory Affairs and Corporate Communications, creina.chapman@sca.com.au or 0411 535 176.

For further information, please contact:

Nick McKechnie
Chief Financial Officer
Tel: 03 9252 1020

Tony Hudson
Company Secretary
Tel: 03 9252 1013

Southern Cross Media Group Limited
ABN 91 116 024 536

Level 2, 257 Clarendon Street
South Melbourne VIC 3205
Australia

Telephone +61 3 9252 1019
Fax +61 3 9252 1270
Internet www.southerncrossaustereo.com.au

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