

WHERE AUSTRALIA CONNECTS

Mid-Year Update - 2020

The Nine logo, consisting of three dots followed by the word "Nine".

Consumer  
Insights



Media  
Insights



Nine's Content &  
Performance

The "Powered by Nine" logo, featuring the Nine logo followed by the word "Powered" and "by Nine" in a smaller font.

Powered  
by Nine

## The evolution of the Australian consumer during COVID-19

Nine's Consumer Pulse study continues with a second wave of research looking at audience sentiment, media consumption and consumer behaviour/spending.

# People are feeling more positive and hopeful as time passes

Australians are feeling hopeful. Concern is no longer the top emotion and it has significantly decreased by 24% over the past few weeks. Negative emotions are in decline, whilst more positive emotions are increasing. 1 in 2 are feeling more positive\* than they did a month ago.

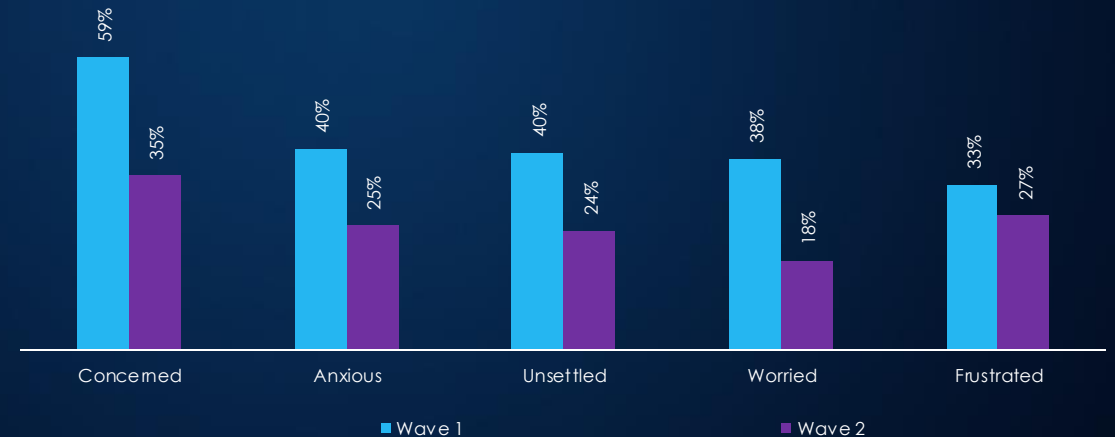


**1 in 2**  
ARE POSITIVE, HOPEFUL OR  
OPTIMISTIC

## TOP 5 Emotions Wave 2 (NOW)

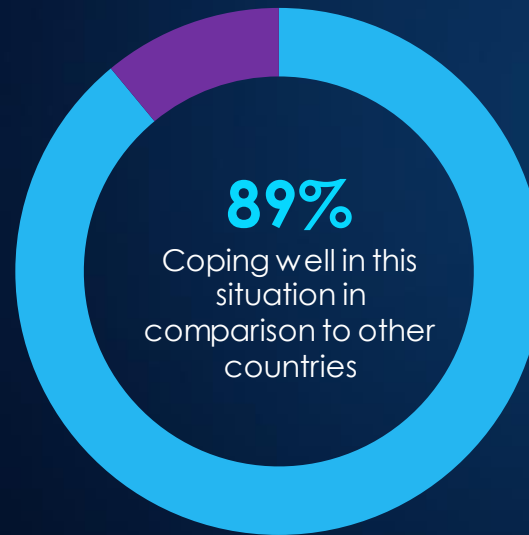
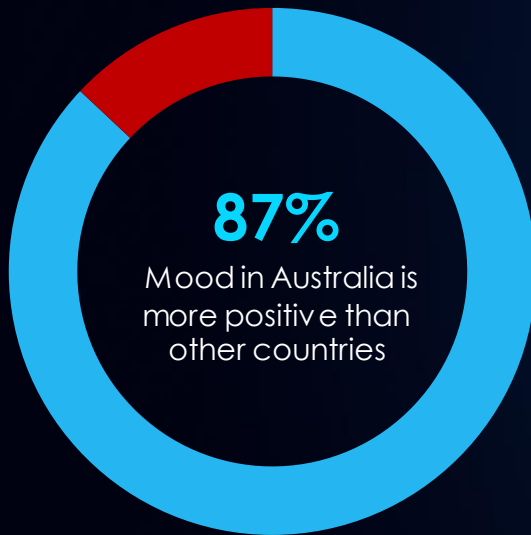
36% Hopeful  
35% Concerned  
32% Tired  
28% Optimistic  
27% Frustrated

## Top 5 (Negative) Emotions in wave 1 are in Decline



# Many think as a nation we are coping, better than other countries

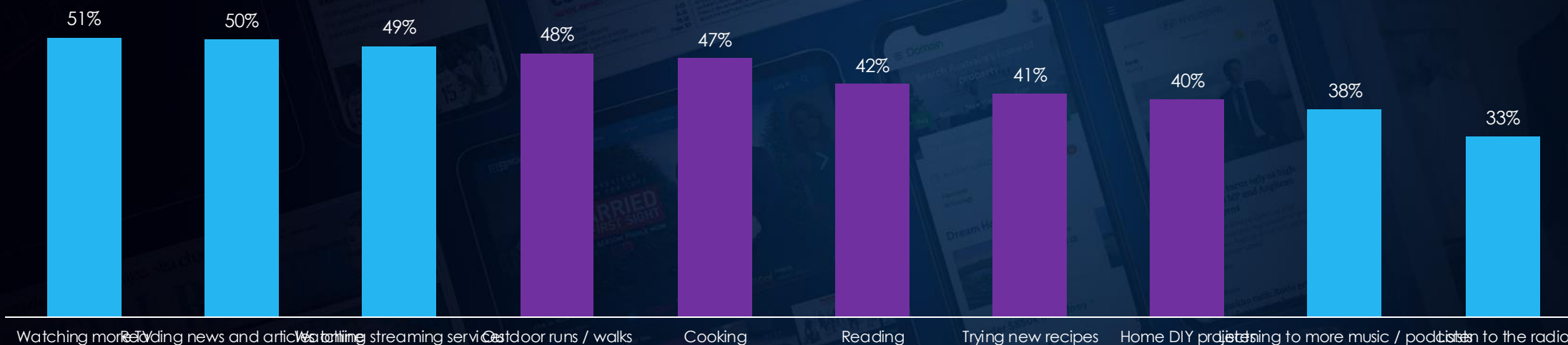
When comparing to other countries, consumers think we are doing collectively better. They think the mood in the country is more positive and are coping better. They also believe our federal government is doing well comparatively.



# Audiences continue to consume more media

Over the past few weeks, amongst top 10 activities they have done, five are related to media consumption.

## Top 10 activities started past few weeks





# Nine continues to be the media powerhouse consumers trust to keep them up to date

**7 in 10**

Trust Nine's assets to bring them timely and accurate updates



**74%**

Turning to Nine TV Programs



**71%**

Turning to Nine Online Websites



**Nearly 1 in 3**

Turning to Nine Print Assets



**1 in 4**

Turning to Nine Radio Assets

Source: 9Nation & Insider – Australians Have Their Say on COVID 19 Wave 2 (N= 1588): Can you tell us which online sites you trust and have accessed the most over the past few weeks?

Source: 9Nation & Insider – Australians Have Their Say on COVID 19 Wave 2 (N= 1637): Which of the following TV News programs do you trust and watch most often to keep up to date with the coronavirus (COVID-19)?

Source: 9Nation & Insider – Australians Have Their Say on COVID 19 Wave 2 (N= 750): Which of the following physical newspapers do you trust and read most often to keep up to date with the coronavirus (COVID-19)?

Source: 9Nation & Insider – Australians Have Their Say on COVID 19 Wave 2 (N= 1067): Over the past few weeks, have you tuned into one of Nine's radio stations to get the latest news on the pandemic?

# News consumption has stabilised with audiences continuing to choose trusted news sources

Over the past few weeks, people continue to stay on top of the latest updates on the pandemic. Turning to the sources they trust. News consumption has stabilised, with over 1 in 2 still consuming more news and current affair content.

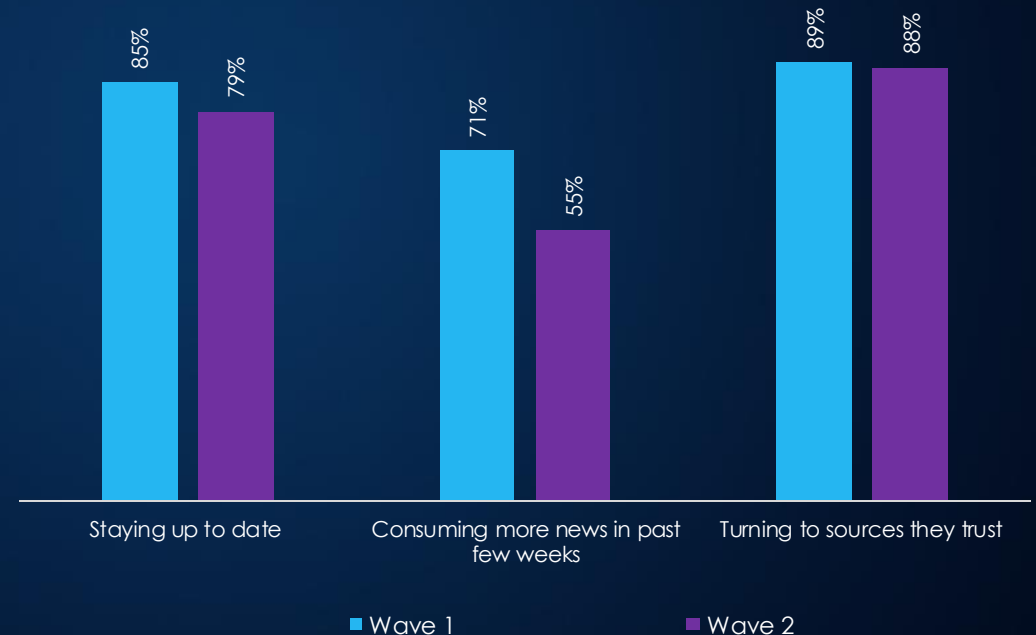


79%

Wanting to stay on top of the latest updates

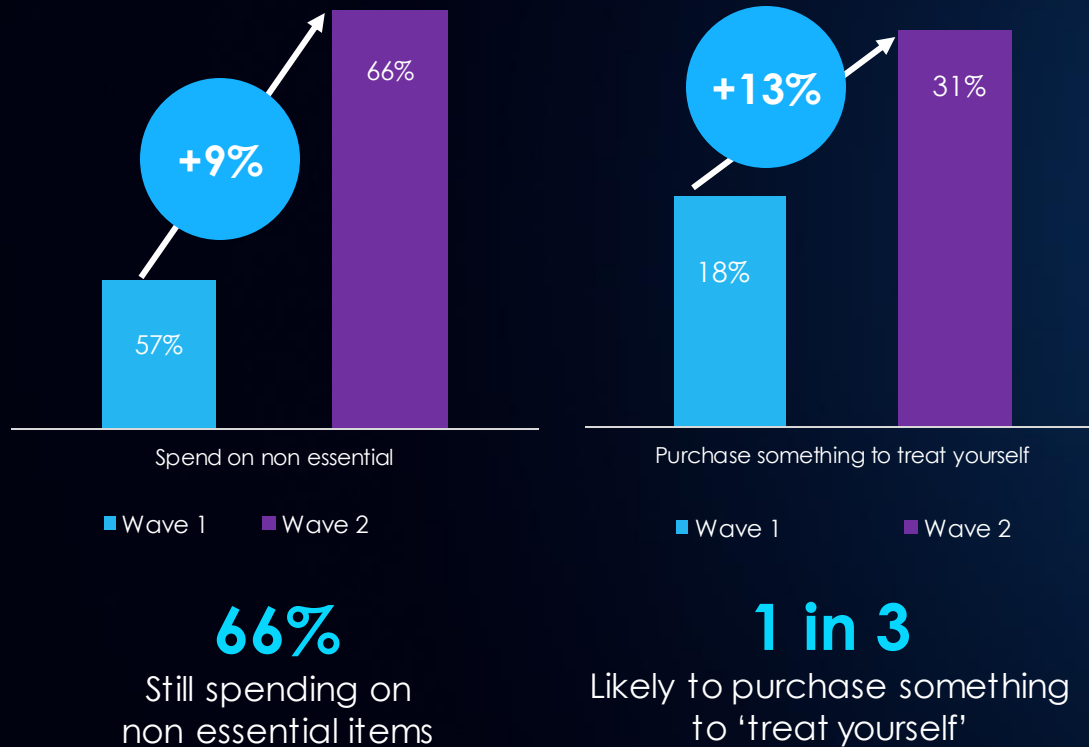
88%

turn to news sources that I trust to keep me up to date



# Consumers are more open to purchasing non-essentials & treat yourself items

There has been a shift in what consumers are purchasing online since the start of the pandemic. Over time treat yourself items purchases like clothes and shoes have increased. Females and millennials are more open to spending across these categories



## Top 3 Items likely to purchase online in the next few weeks

18-34	35-54	55+
#1 – Clothes & Shoes	#1 – Clothes & Shoes	#1 – Household Items
#2 – Home Delivery	#2 – Household Items	#2 – Books / Magazines
#3 – Household Items	#3 – Home Delivery	#3 – Clothes & Shoes




# CREATE DISTRIBUTE ENGAGE

☐☐☐Nine



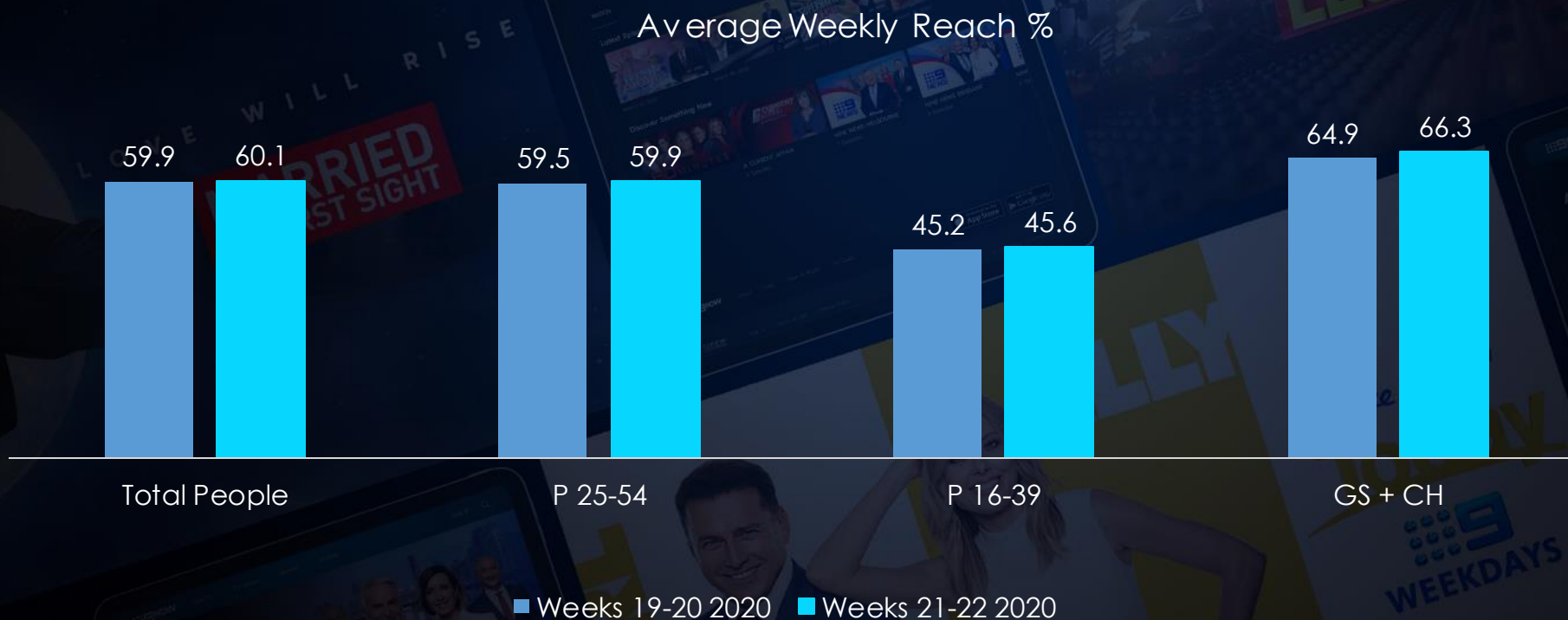
In the pursuit of truth, trust and entertainment  
more Australians have turned to Nine

# **Year to date, we provide the most consistent linear TV network for all key demographics**

2020 CYTD Primetime Com Share (1800-2359)	 NETWORK	 NETWORK	 NETWORK
P25-54	39.15%	31.03%	29.82%
P16-39	38.66%	30.21%	31.13%
GS+CH	40.30%	31.54%	28.16%
Total People	39.45%	34.87%	25.67%

# And have continued to reach new audiences over the last four weeks

Nine Network's average weekly reach has increased across the 5 city metro across all key demos (Weeks 19-20 v 21-22)



+0.2  
reach pts  
TH Ppl







+0.4  
reach pts  
P25-54

+0.4  
reach pts  
P16-39

+1.4  
reach pts  
GS+CH



# We are the most consistent platform to reach P25-54 for over 40 consecutive survey weeks

NETWORK		NETWORK	NETWORK	NETWORK	NETWORK	NETWORK	NETWORK		
Network P25-54 – 18:00-MN					Netw ork P25-54 – 18:00-MN				
2019	W23	40.04%	34.83%	25.14%	2019	W43	38.55%	32.00%	29.45%
	W24	38.41%	35.14%	26.46%		W44	38.14%	32.64%	29.21%
	W25	37.63%	35.32%	27.06%		W45	40.30%	32.47%	27.23%
	W26	40.78%	33.49%	25.73%		W46	37.32%	34.44%	28.24%
	W27	38.12%	36.18%	25.70%		W47	38.28%	35.37%	26.35%
	W28	42.66%	33.53%	23.81%		W48	38.23%	36.52%	25.25%
	W29	36.71%	36.64%	26.65%		W7	40.97%	31.17%	27.86%
	W30	35.61%	35.21%	29.18%		W8	40.56%	33.20%	26.24%
	W31	39.87%	32.66%	27.47%		W9	40.39%	31.57%	28.04%
	W32	39.88%	32.94%	27.18%		W10	41.35%	30.45%	28.20%
	W33	39.01%	31.98%	29.02%		W11	42.47%	29.67%	27.86%
	W34	40.70%	32.40%	26.90%		W12	39.72%	33.24%	27.03%
	W35	37.27%	31.64%	31.09%		W13	43.09%	30.63%	26.27%
	W36	38.35%	34.61%	27.04%		W14	41.84%	30.78%	27.38%
	W37	41.17%	32.64%	26.20%		W17	39.39%	30.34%	30.27%
	W38	36.55%	34.94%	28.51%		W18	36.56%	30.89%	32.56%
	W39	38.78%	34.31%	26.91%		W19	34.73%	33.17%	32.10%
	W40	39.20%	33.99%	26.81%		W20	35.96%	31.98%	32.05%
	W41	41.06%	30.14%	28.80%		W21	36.32%	30.28%	33.40%
	W42	36.55%	30.11%	33.33%		W22	37.68%	29.47%	32.85%





# We provide consistency across all screens

## Australia's leading broadcast video on demand platform

**9NOW**  
47%

**9NOW**  
4,543,020

**7plus**  
1,821,603

**10play**  
1,038,920

**7plus**  
37%

**10play**  
16%

2020 VPM  
MINUTES SHARE

AVERAGE MONTHLY  
UNIQUE AUDIENCE

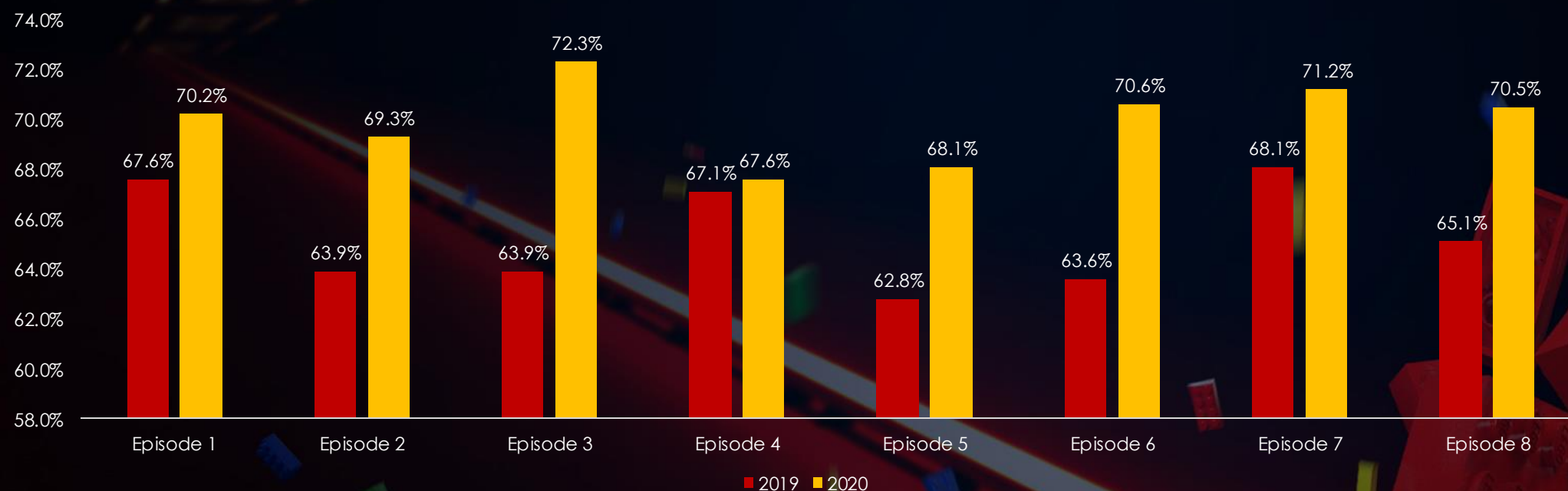


Our biggest  
entertainment formats  
have brought  
families together



# Every episode of LEGO Masters season 2 delivered growth in co-viewing

Co-Viewing Profile



# The Voice reaches 4.46 Million metro viewers season to date

**Primary Channel timeslot winner**  
**6 consecutive broadcasts**  
*Total People & Grocery Shopper +Child*

TIMESLOT AUDIENCE COMPARISON	The Voice 2020	7	10
Season Average	977, 209	556, 104	853, 007
Launch Episode	1, 011, 542	649, 088	795, 923
Episode 2	951, 003	563, 919	905, 622
Episode 3	987, 048	464, 267	842, 676
Episode 4	1, 025, 727	599, 446	847, 972
Episode 5	959, 174	590, 265	901, 966
Episode 6	927, 101	460, 291	829, 763



# The Voice delivers Year-on-Year growth across 9Now

The Voice Year-on-Year analysis for  
Episode 1-6



Average VPM Rating

115,000  
+50% YoY

Total Streams

1.4 Million  
+55% YoY

Total Minutes

52 Million  
+57% YoY





# Trusted news content proving to be more important than ever



## METRO GROWTH YOY

↑ P25-54: **+18.71%**  
P16-39: **+25.72%**  
GS + CH: **+12.10%**  
Total People: **+9.38%**



## METRO GROWTH YOY

↑ P25-54: **+25.57%**  
P16-39: **+57.49%**  
GS + CH: **+11.30%**  
Total People: **+29.71%**



## METRO GROWTH YOY

↑ P25-54: **+12.81%**  
P16-39: **+18.28%**  
GS + CH: **+19.60%**  
Total People: **+11.71%**



## METRO GROWTH YOY

↑ P25-54: **+9.63%**  
P16-39: **+17.12%**  
GS + CH: **+14.97%**  
Total People: **+9.89%**



## METRO GROWTH YOY

↑ GS + CH: **+3.50%**  
Total People: **+0.60%**



## METRO GROWTH YOY

↑ Total People: **+0.95%**



# Round Three reaches 3.8 million Australians and returns with year-on-year growth

## FOOTY'S BACK

YEAR ON YEAR GROWTH	ROUND 3 – IN GAME
P25-54	+23.48%
P16-39	+25.11%
GS+CH	+20.94%

**+57%**

Dynamic average audience share for all  
key demos across Round 3

**Highest rating VPN on  
9Now for Round 3**

25K Live Average VPN Matches only,  
+250% on Round 3, 2019.

Source: OzTAM metro TV, 28/05/20 – 31/05/20, Various Demos, Channel 9, Channel 7, Channel 10, contains 'NRL LIVE', excludes 'POST', Syd-Bris, Dynamic Share of Commercial Primary Channels, Overnight. Growth based on In Game performance. 5 City metro., Round 3 on Nine (Thurs, Fri, Sun) LIVE VPM, 28 May 2020 – 31 May 2020 v 28 March 2019 – 31 March 2019, 2020 based on pre logs. OzTAM Metro Total TV & Regional TAM Regional FTA +WA, 28/05/2020-31/05/2020, Total People, Nine Network & Network Content Affiliates, Overnight, Cum e. Reach, contains "NRL".

# Engaging Australian footy fans in key NRL markets like never before

DYNAMIC PRIMARY CHANNEL TIMESLOT SHARE, OVERNIGHT SYD & BRIS	ROUND 3	 NETWORK	 NETWORK
P25-54	59.0%	21.2%	24.1%
P16-39	61.4%	16.9%	24.6%
GS+CH	59.8%	14.1%	20.8%





# The countdown to the Grand Final

On October 25th, the biggest sporting competition of the year comes to a head as the best teams of the season face off over 9 matches, to determine which team will be crowned the NRL champion for 2020.

All finals games are shown live and the Grand Final is exclusively on Nine's Wide World of Sports.



Reached  
**5.2**  
**Million**  
Fans in 2019



# State of Origin

## Big event television

The Holden State of Origin series is the greatest rivalry in Australian sport and consistently amongst the most watched programs of the year.

For the first time in it's 40 year history the series will take place at the end of the NRL season, and all games are live and exclusive on Nine's Wide World of Sports.

- Game One Wednesday, November 4
- Game Two Wednesday, November 11
- Game Three Wednesday, November 18

**9.537M**  
fans reached  
nationally in 2019

Delivered  
**TOP 3**  
programs in 2019  
for P25-54





THE BIGGEST MARKETING MOMENTS STILL TO COME



Nine

# THE BLOCK

## Australia's favourite renovation reality show is back!

After fifteen mammoth seasons, *The Block* continues to excite and inspire audiences across the country with incredible renovations, fascinating characters and nail-biting auctions.



On-Air  
August



50 x Episodes



Sun: 1900  
Mon – Wed: 1930



Short Form, Long  
Form, Live Stream

OVERNIGHT  
1.543M

LIVE  
1.273M

PLAYBACK  
101k

ENCORE  
198k

LIVE VPM  
16k

VOD VPM  
99k

1.67 MILLION AVG. viewers per episode in 2019



Source: Cross-platform audience: OzTAM Metro Total TV & Regional TAM Regional FTA+WA, Overnight/Timeshift to 7/Consolidated 7 (encores only) as at 19/11/2019, 04/08/19-16/11/19 "The Block", Total Individuals, Nine/Nine Content Affiliates, 5 City Metro & Combined Agg Markets, AUD & Total AUD (encores), OzTAM Live + VOD VPM, 4/8/2019 – 17/11/2019, Online viewing: OzTAM VOD VPM, 7-13 October 2019 v 27 May – 2 June 2018.

# THE BLOCK

## Viewers' Choice Sponsorship



SOLUS  
BILLBOARDS



ON-AIR  
CALL OUT



LIVE RESULT  
GRAPHICS ON SUNDAY  
NIGHT REVEALS



BRANDED  
WIN PAGE



SOCIAL  
AMPLIFICATION  
& EDITORIAL  
DRIVERS

Nine



# STATE SHOWDOWN SPECIALS

STATES WILL GO HEAD-TO-HEAD  
IN TWO ALL NEW SPECIALS

## EPISODE 1 QUALIFIER

Knockout tournament structure

Each state: 4 Ninjas | 16 runs

## EPISODE 2 FINALS

Knockout tournament structure

New obstacles introduced

Each state: 4 Ninjas | 12 runs

Nine



NEW BRANDED ASSET

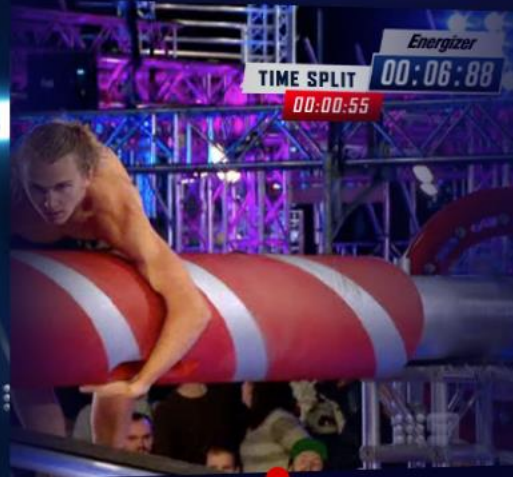
# OPPORTUNITIES



BRANDED  
PERIMETER  
SCREENS



BRANDED  
LEADERBOARD



BRANDED TIMER  
AND BRANDED  
SPLIT



AT HOME  
SUPPORTERS AND  
SUPPORT CREW



IN POOL  
BRANDING



Nine

# HALIFAX

RETRIBUTION

---

**Harness the  
power of  
Australian drama**

# HALIFAX

RETRIBUTION

## Branded sneak peek



- Bespoke in-program content integration
- Sneak Peek (1 x Available)



### Digital Short Form

- 15" Pre-roll

### BVOD

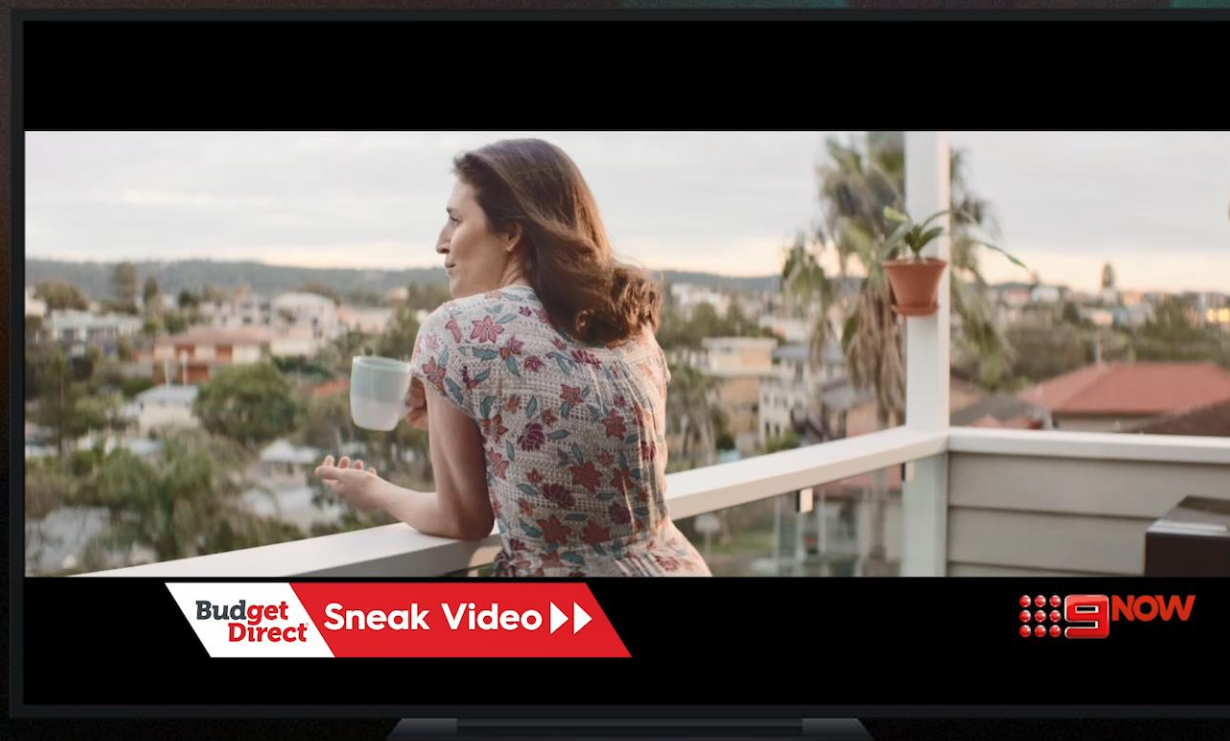
- 30" Pre and mid-rolls
- Digital billboards



- 16 x 30" First run commercial content across the series
- Broadcast billboards



- 6 x **Insta Stories** - 'Swipe up' to see 'Sneak Peak' of next week's episode. Includes branded tag, logo and swipe up.





# The complete streaming experience with local and international exclusive content

9Now has evolved into a complete streaming experience offering viewers both locally produced Nine content and international exclusive programs from NBCU. Giving viewers more choice has seen 9Now experience year-on-year growth of daily active users and time spent.

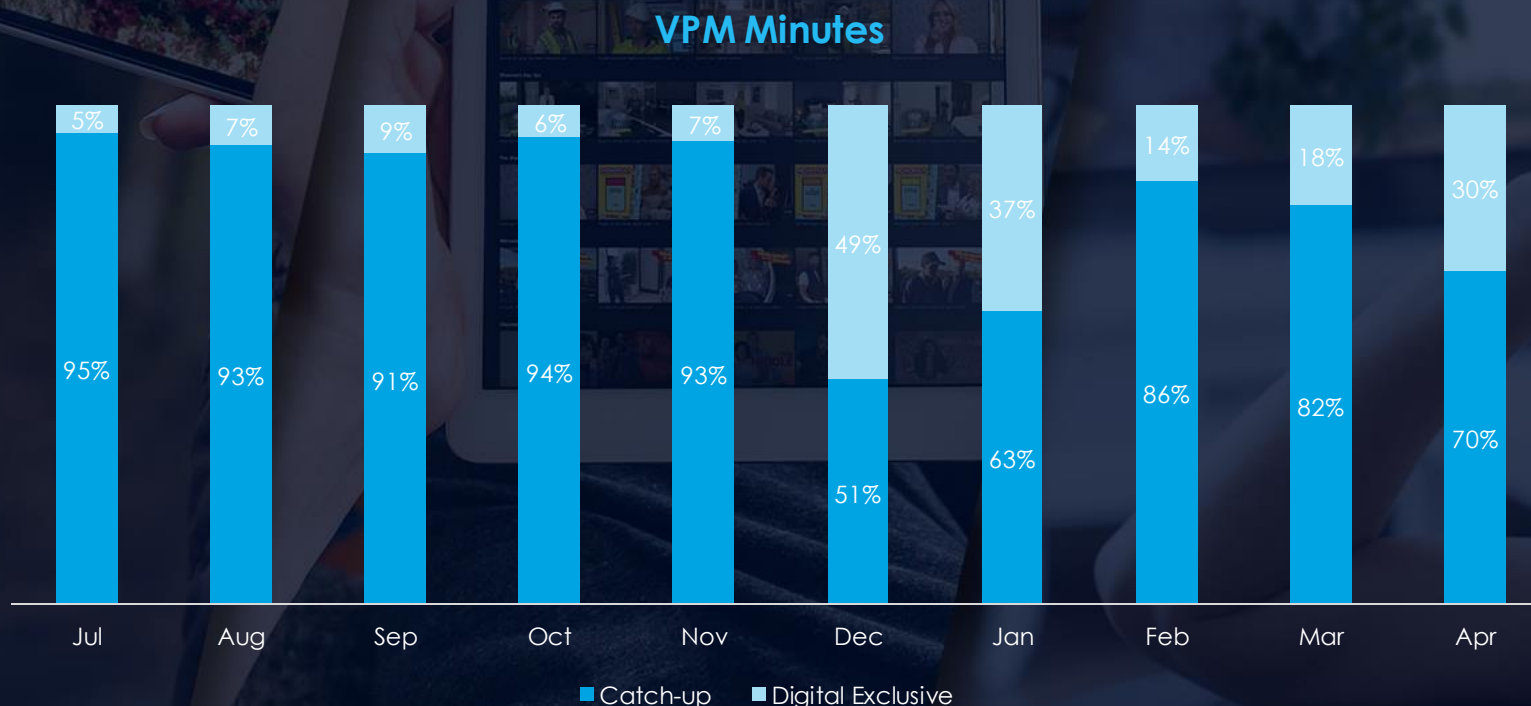


**More daily active users**

**+41% DAU  
July – May YoY**

**More content consumed per user**

**+22% hours/user  
July – May YoY**





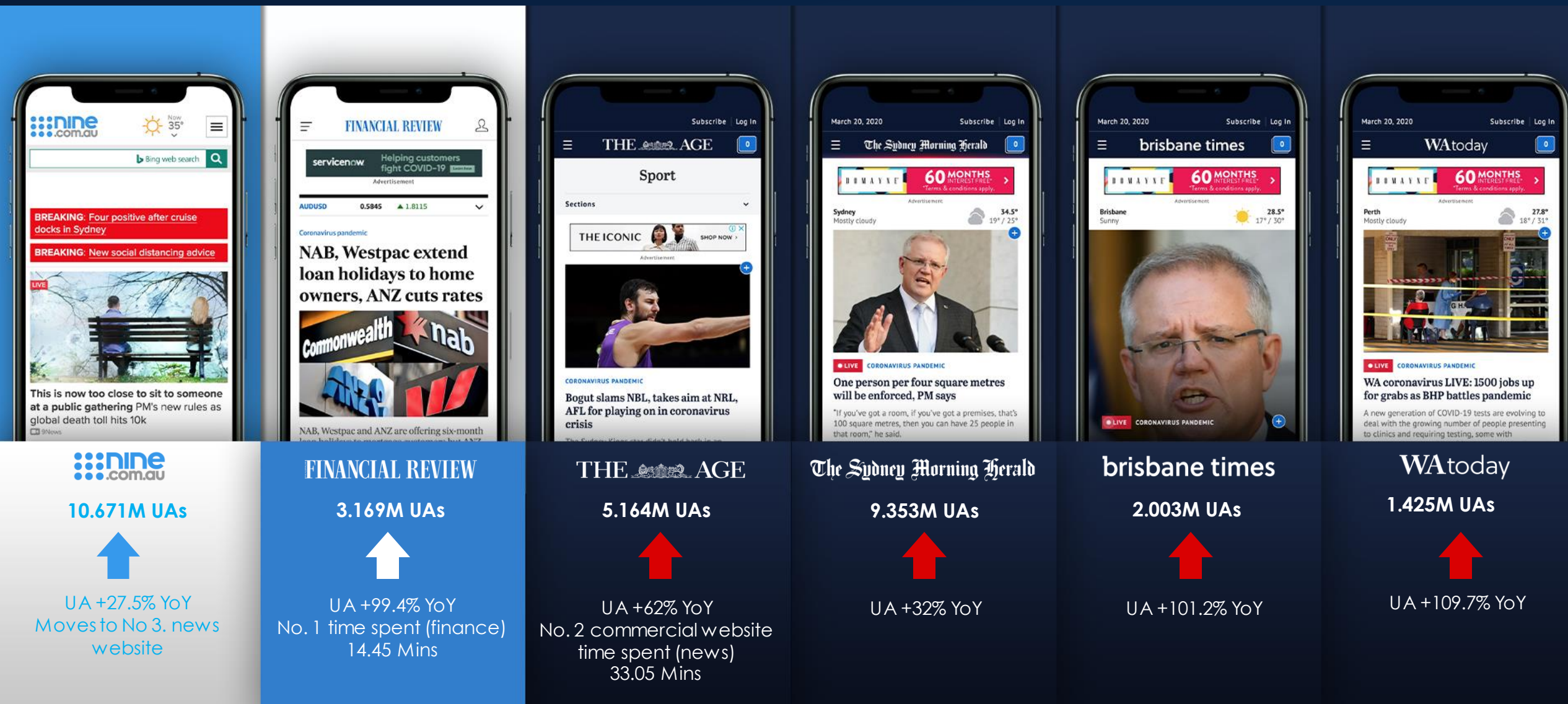
EXCLUSIVE ON DEMAND CONTENT

Love Island  
UK Season 1-6  
launching  
Friday June 5



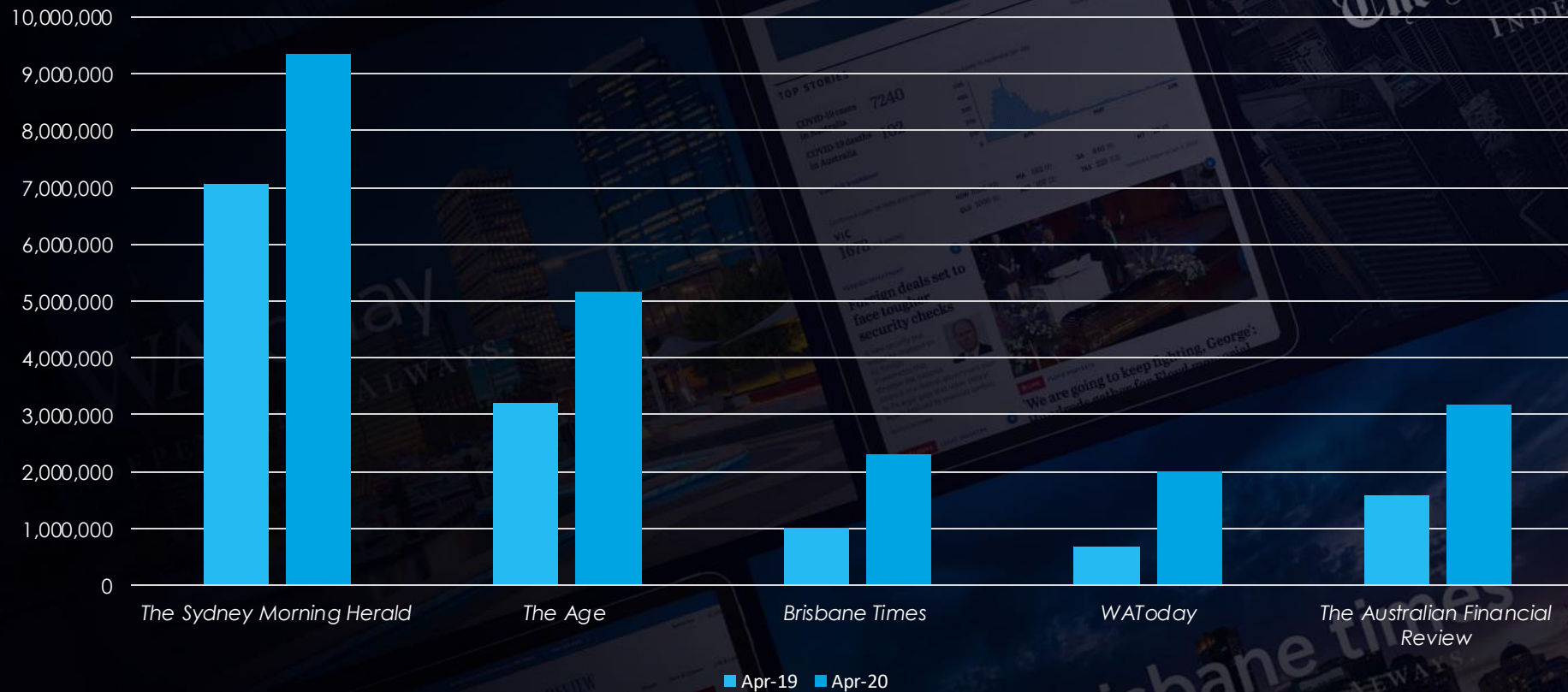


# An unrivalled network of news products with growing digital audiences



# Australians turn to trusted online news in record numbers

Monthly Unique Audience year-on-year



The Sydney Morning Herald

**9.353M UAs**  
UA +32% YoY

THE AGE

**5.164M UAs**  
UA +62% YoY

brisbane times

**2.003M UAs**  
+101.2% YoY

WAToday

**1.425M UAs**  
+109.7% YoY

FINANCIAL REVIEW

**3.169M UAs**  
+99.4% YoY

# Best in market cross-platform news products Australians turn to first



**THE AGE**  
INDEPENDENT. ALWAYS.

**5.321M Monthly readers**  
(print + digital)

+16% Vs Dec 2019

+20% YoY

**The Sydney Morning Herald**  
INDEPENDENT. ALWAYS.

**Australia's No. 1 news brand**  
(print + digital)

11.033M monthly readers  
(print + digital)

+35% Vs Dec 2019

+38% YoY (March 2019)

**FINANCIAL REVIEW**

**3.726M monthly readers**  
(print + digital)

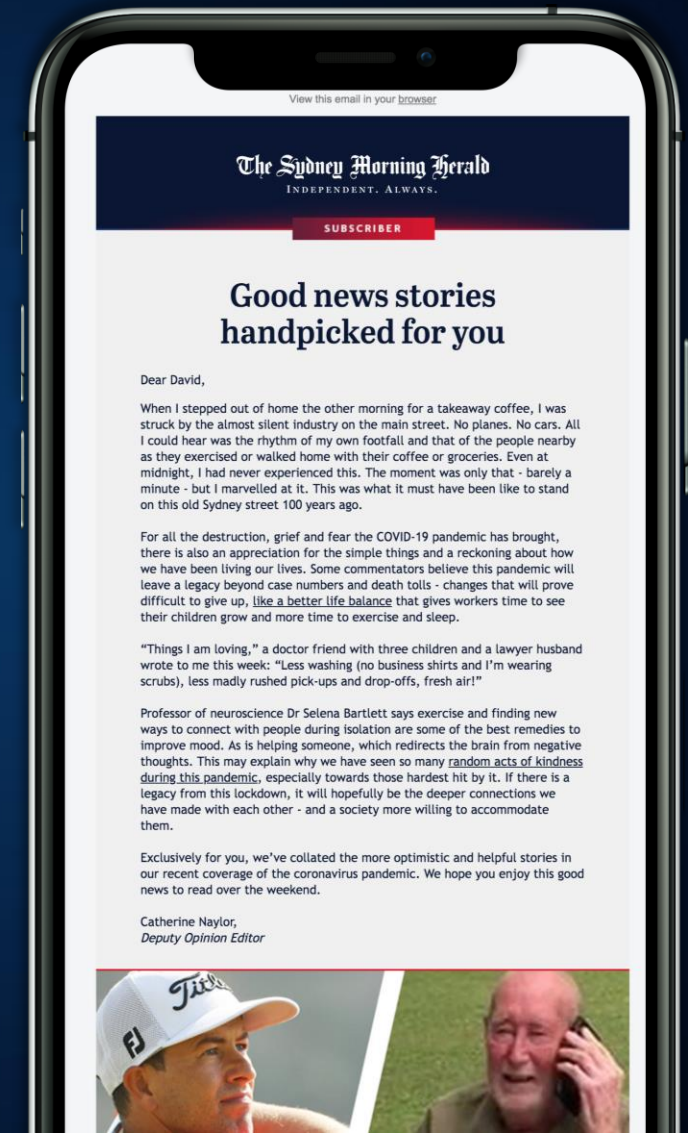
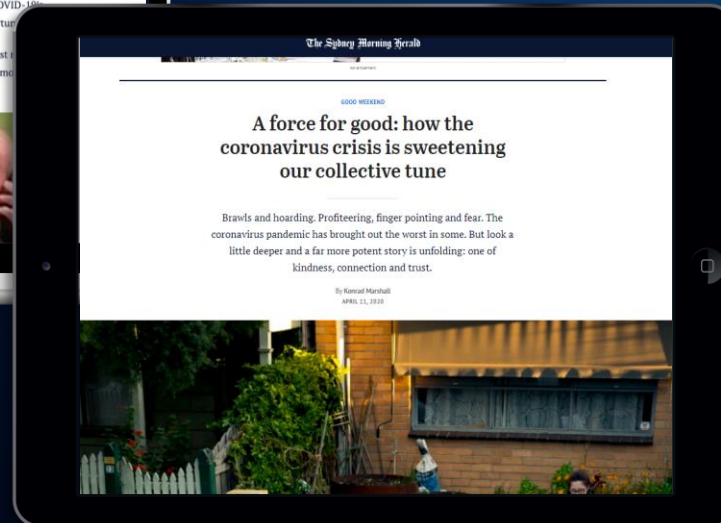
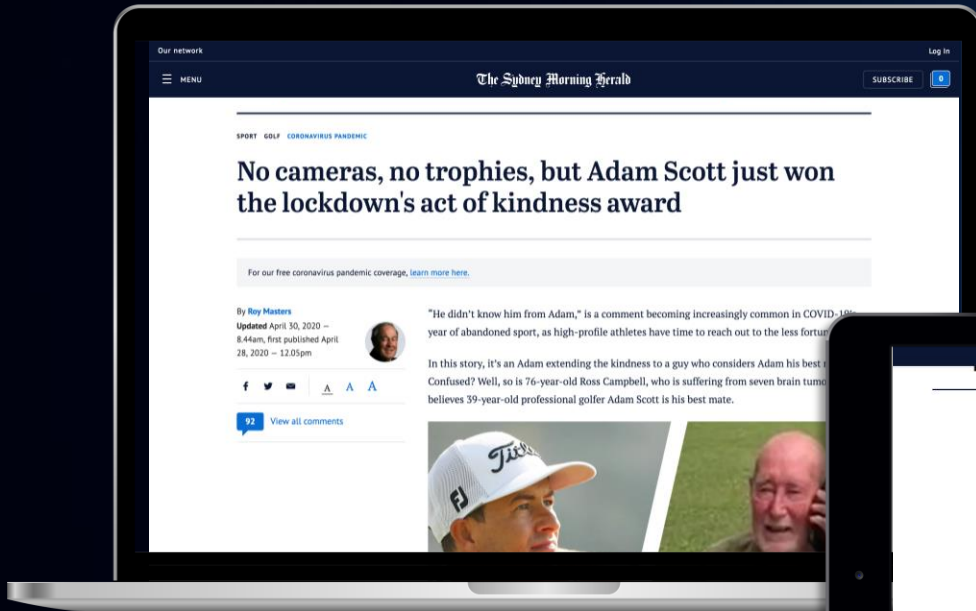
+52% Vs Dec 2019

+43% YoY

Print readership growth +4%  
YoY

# Feel good moments offer connection and optimism

As Australians look to escape heavier news content the metro mastheads have delivered good news stories, which are offering a moment of optimism for readers.



# Empowering Australians with cross-platform *Money* content



## Digital

Money indexed segment  
online, with content posted  
Tuesdays, Wednesdays,  
Fridays and Sundays

The Sydney Morning Herald

THE AGE

brisbane times WAtoday



## Print

Money section - twice weekly  
(Wednesdays and Sundays)

The Sydney Morning Herald

THE AGE



## Television

Twice weekly Money  
segments (Wednesday's with  
Joel Gibson and Sundays with  
Jessica Irvine) nationally

Today



## Radio

Joel Gibson joins nights on  
Wednesday nationally.  
Brooke Corte hosting Money  
News program

2GB  
873AM

3AW<sup>693</sup>

4BC<sup>1116</sup>

6PR<sup>882</sup>



# Good Food x Sunday Life

## NEW! Good Food joins Sunday Life

Launching on Sunday 5th July, the Good Food "Flip-cover special" in *Sunday Life*.

Building on much-loved weekly Adam Liaw Good Food recipes, This monthly Good Food special edition offers half a million readers more pages of kitchen innovations, chef inspired recipes to eat in and reviews of the best places to eat out.

- Good Food Flip-back will be a minimum of 12 pages of food related content
- Published on the first Sunday of every month



In these extraordinary times, ***The Australian Financial Review*** is responding with an editorial series, **Invest in Australia**.

This special series of print and digital executions will go in depth into all the vital areas of our economy, revealing the challenges and opportunities our nation faces as we emerge from the COVID-19 global pandemic and enter the new decade and beyond.

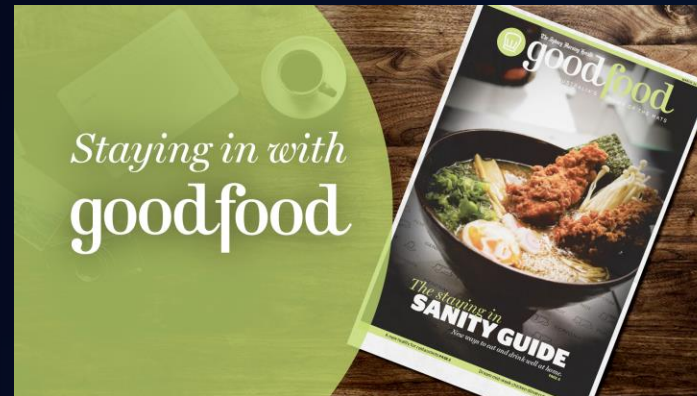
We will examine what is needed in terms of investment and policy in order to make the most of this nation's extraordinary and untapped potential, and so guarantee our future business and economic prosperity.

A background image of a miner in a dark tunnel, wearing a headlamp and overalls, working with a large, dark, cylindrical pipe. The miner is positioned on the right side of the frame, looking down at the pipe. The pipe is lying horizontally across the middle of the frame. The tunnel walls are dark and rocky, with some metal mesh visible in the background.

# invest in Australia

An editorial series by  
*The Australian Financial Review*

# The best lifestyle publishing content is still to come





# The Nine Data strategy developing a World class offering

Jenny

Smith

11M

July 1989

2007

REGISTERED  
USER IDS

Gender

☐ Male ☒ Female ☐ Rather not say

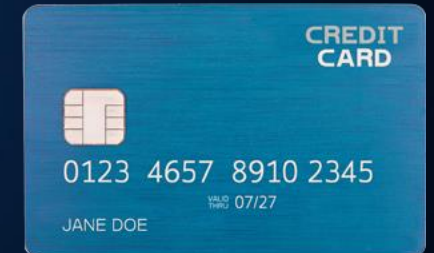
**NINEUSERID**

Ability to identify our users who have signed up to one of Nine's services, across any device, and have these linked to a person

BILLIONS OF 1<sup>ST</sup>  
PARTY DATA SIGNALS  
GENERATED BY

**16M**  
AUSTRALIANS  
EVERY MONTH

OFFLINE DATA AND  
PURCHASE HISTORY  
FROM BILLIONS OF  
DOLLARS WORTH  
OF TRANSACTIONS



RED  
PLANET.



EQUIFAX



Our audience is consistently engaged through the day and night, across the depth and breadth of Nine's diverse media brands, allowing Nine to gain a rich insight into their behaviours

Our data is matched against Australia's leading transactional data providers at a 1-to-1 person level

# Offline and transactional data from Australia's data leaders

**RED  
PLANET.**

Travel data from  
12 million Qantas  
Frequent Flyer  
members.



\$23 Billion worth of annual  
transactions analysed  
from grocery basket and  
bank transaction data.

**EQUIFAX**

Financial data from 50 million  
credit applications a year  
processed on behalf of  
Australia's financial institutions,  
including the big 4 banks.

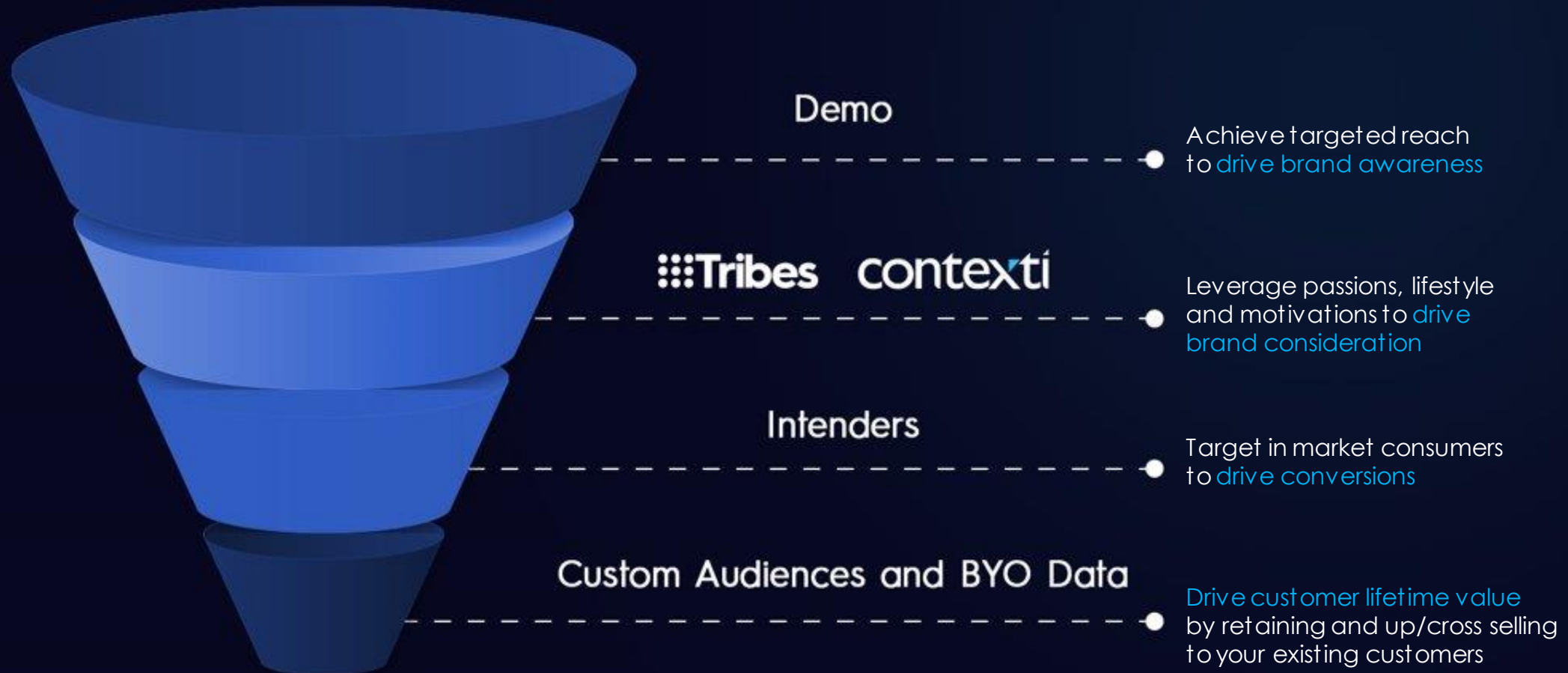


Behavioural data collected  
from 16M active MyTicketek  
members purchasing 30M  
tickets each year.

**near**<sup>TM</sup>

Location data collected on  
over 4.5M+ Nine web and app  
users, allowing advertisers to  
target physical store locations  
and measure footfall  
attribution across Nine.

# Nine's targeting products provide a full funnel solution to marketers



# Nine Radio 2020 Strategy



**Lean in**  
Talk Radio



**Lean back**  
Music Radio

☐☐☐Nine



The untapped market  
People 40+

## Wealth & financial attitude

**520k (35%)**

Listeners have investments over \$300k - **71%** higher than AP18+

**790k (53%)**

Own their home outright (not under mortgage)

## Spending on extras

**271k (18%)**

Spend on extras - **36%** higher than AP18+

**904k (60%)**

Are the main income earner - **14%** higher than AP18+

## Key decision maker

**83%**

Of listeners (**1.2M**) are main grocery buyers spending **\$143** a week

**64%**

of listeners (**954k**) are main decision makers for purchasing motor vehicles

**71%**

of listeners (**1.06M**) are main decision makers for Insurance, Financial Services and Investments

# Talk radio engages more than any other radio platform



**50%**

of Talk Radio listeners  
listen with a high level  
of attention

Compared  
with only

**25%**

of FM Radio  
listeners

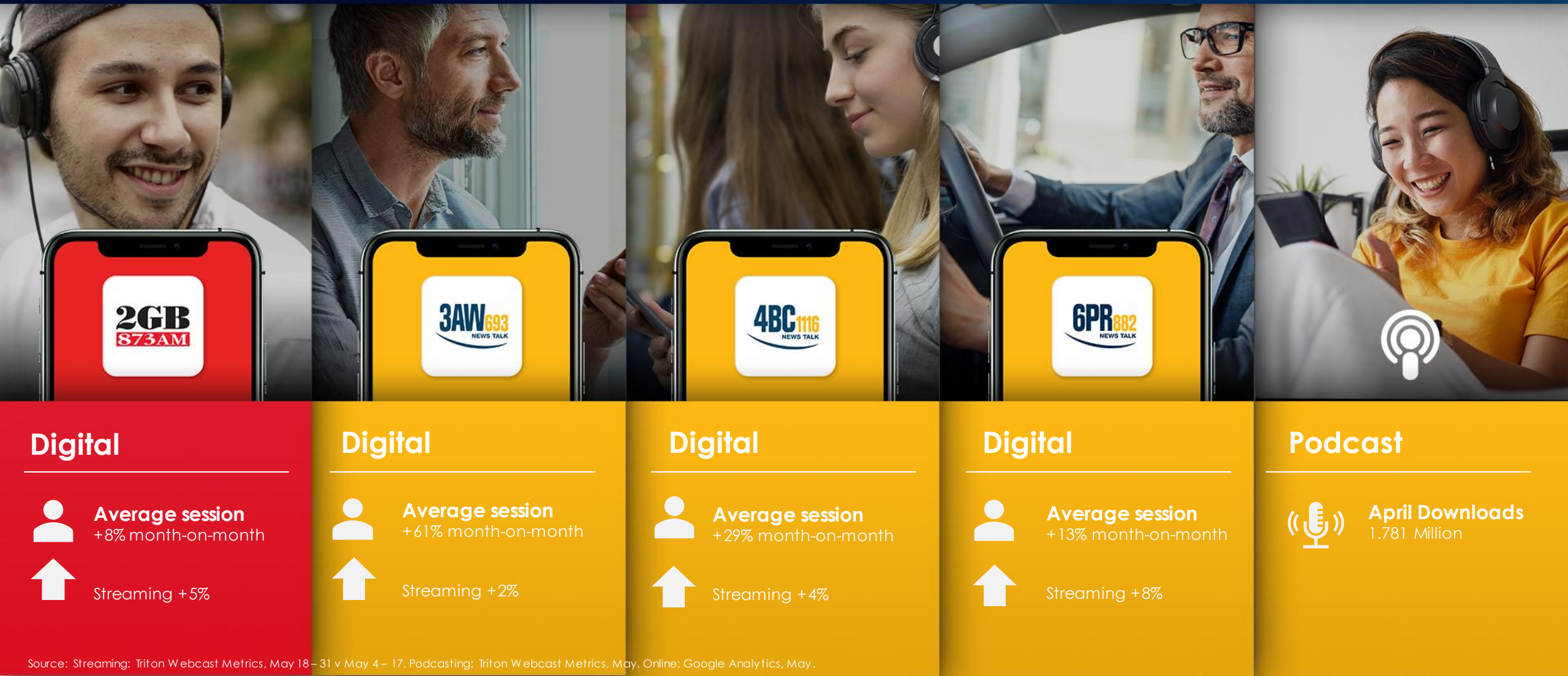


Our listeners are

**40%**

Less likely to change  
station "When I hear  
an ad come on"

# 📶Nine Audiences continue to turn to trusted voices and platforms where they can voice their own opinions





BREAKFAST



BEN FORDHAM  
& NEIL BREEN



ROSS STEVENSON  
& JOHN BURNS



STEVE MILLS &  
BASIL ZEMPILAS

MORNINGS



RAY HADLEY



NEIL MITCHELL



GARETH PARKER

AFTERNOON



DEB KNIGHT



DEE DEE DUNLEAVY



SIMON BEAUMONT

DRIVE



MARK LEVY



TOM ELLIOT



OLIVER PETERSON

NIGHTS



JOHN STANLEY



DENIS WALTER



CHRIS ILSLEY

Nine

A new era for breakfast

2GB  
873AM

4BC 1116  
NEWS TALK

# Ben Fordham Live Sydney's Best Breakfast

**2GB**  
**873AM**

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After launching his career in the 2UE newsroom, and Sky News Australia, Fordham joined the Nine Network in 1999 and has been a leading reporter on A Current Affair, and a senior journalist for Nine News, including stints on the Today show, 60 Minutes, and working with Laurie Oakes in the Canberra Bureau.

Fordham has been awarded 'Best Talk Presenter' five times (2014, 2015, 2016, 2018, 2019) and voted 'Best Metropolitan Current Affairs Presenter' in 2017 in the prestigious ACRA Awards.

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# Breakfast with Neil Breen



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Neil Breen joined the Nine Network at the end of 2012 as executive producer of *Today* and he has since been a leading sports reporter for *Nine News Sydney*, *Sports Sunday*, *100% Footy* and the *Sunday Footy Show*.

Breen is a multi-award winning journalist who has had a distinguished career in newspapers, during which he was editor of Australia's largest selling newspaper, *The Sunday Telegraph*, for seven years and sports editor of *The Courier-Mail* and *The Australian*. Throughout his career, he has been at the forefront of exclusive political and general news stories – the perfect complement for talkback radio.

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Nine

# THE BEST MUSIC & MORE OF IT

2UE<sup>954</sup>  
SYDNEY

4BH<sup>882</sup>  
BRISBANE

Magic<sup>1278</sup>  
MELBOURNE

6GT<sup>DAB+</sup>  
PERTH

## WHY ARE WE DIFFERENT?

- LESS CLUTTER, LESS ADS
- TARGETING 45-65 YEAR OLDS
- TAILORED PLAYLISTS FOR KEY PARTNERS

**:::Nine**

# Our digital future

Desktop

Mobile

Podcast

**:::Tribes**

Addressable  
Radio & Voice

**Galaxy**

**NOW**

☐☐☐Nine

☐☐☐Nine  
Galaxy





Powered

BY NINE

Powered

REALISING  
BIG  
IDEAS

Studios

Strategy

INSIGHTS &  
EFFECTIVENESS

Content  
PARTNERSHIPS &  
CLIENT EXPERIENCE

TV,  
Digital, Print  
& Audio  
Production

Branded  
content

Creative  
Solutions

Design

Creative  
Tech

Powered  
Hack

THE  
BIG IDEAS  
STORE

CULTURAL  
CONVERSATION  
SERIES

Effect  
iveness

IP

Talent

Content  
Integration

Implementation

# BIG IDEAS

## FOR NEW WORLD LIVING

Nine's new world living content partnerships allow brands to engage with consumers while at home.



### Health Today

**Health Today** is an essential guide to help consumers navigate through their wellbeing concerns, whether it's physical health, mental health, nutrition or financial. Coming to life across Nine's TV, publishing, radio and digital assets, Health Today will bring together experts and unite household brands like *Sunday Life*, *TODAY*, *9Honey* and *Good Food* to start a home health revolution right across Australia.



### Getting Together Today

As the pandemic continues to change the way we live, the way we connect with our friends, families, colleagues and community changes with it. Join Nine as we engage the depth and breadth of the Nine ecosystem with **Getting Together Today**, exploring the latest in technology, the meaning of connection, and the state of the nation in a world of isolation.



### The New Active

For many Australians exercise plays a crucial role in their everyday lifestyle, and the struggle to maintain it at present is real. The question on everybody's lips is how can I maintain my physical and mental health indoors? What defines **The New Active**? From TV, publishing and radio to digital, we set out to motivate and guide Australians with the best in health and wellbeing.



### Brighten Up

**Brighten Up** the lives of Australians and join the at-home beauty revolution. Inspire and inform consumers with at-home, self-care beauty solutions from Australia's best beauty influencers, and harness the power of immerse ad creative and high impact publishing stunts – all while aligning with the best lifestyle brands Australians know and love.



### Finance Forward

As consumers worry about job security, financial security and impacts on superannuation, many are taking conservative action to help keep a closer eye on their finances. With **Finance Forward** brands have a real opportunity to offer guidance, help and information to consumers about cost savings/relief or other measures to help alleviate financial stress.



Nine

Powered

*BIG IDEAS STORE*



# In summary

Consumer habits and media consumption is changing  
and growing

Brand safe and cocooning content performing

Huge audience growth in data rich and addressable channels

Work with us to realise big ideas

