

:::Nine Ad Manager

**NEW WORLD LEADING
SELF-SERVE AD PLATFORM
EMPOWERING SMALL AND
MEDIUM SIZED BUSINESSES**







No.1 Metro FTA Network

9 Gem RUSH Go! Life



No.1 Free Streaming TV Service

9NOW

Australia's No.1
Talk Radio Network

2GB 3AW 4BC 6PR
SYDNEY MELBOURNE BRISBANE PERTH



Domain

A leading
Australian Property
Marketplace

THE
AGE

Australia's
No.2 Most
Read Masthead



Australia's
No.1 Most Read
Masthead



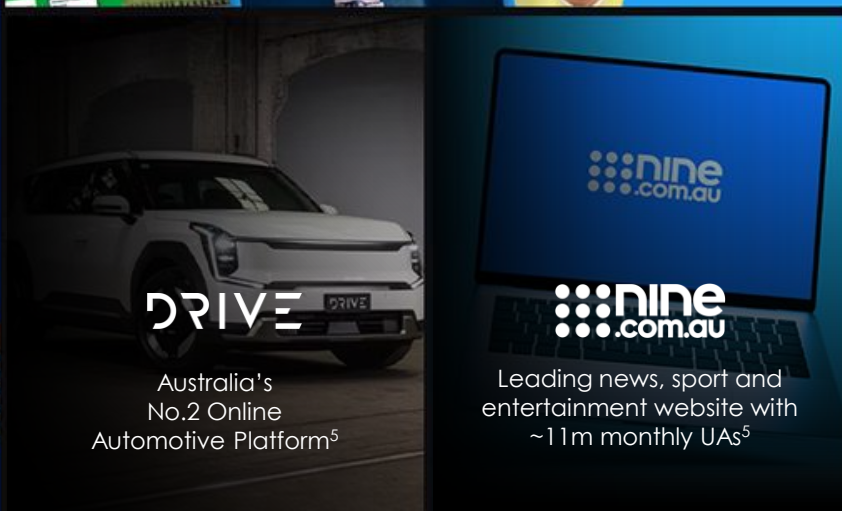
9Nine

Nine's content reaches
20m people each month³



Stan.

Leading local
SVOD service



DRIVE

Australia's
No.2 Online
Automotive Platform⁵



9nine.com.au

Leading news, sport and
entertainment website with
~11m monthly UAs⁵



2GB 3AW 4BC 6PR
SYDNEY MELBOURNE BRISBANE PERTH

9PODCASTS

#1 Commercial Streaming
share⁴ Digital Audio

Australia's
No.1 Premium
Business Title

AFR

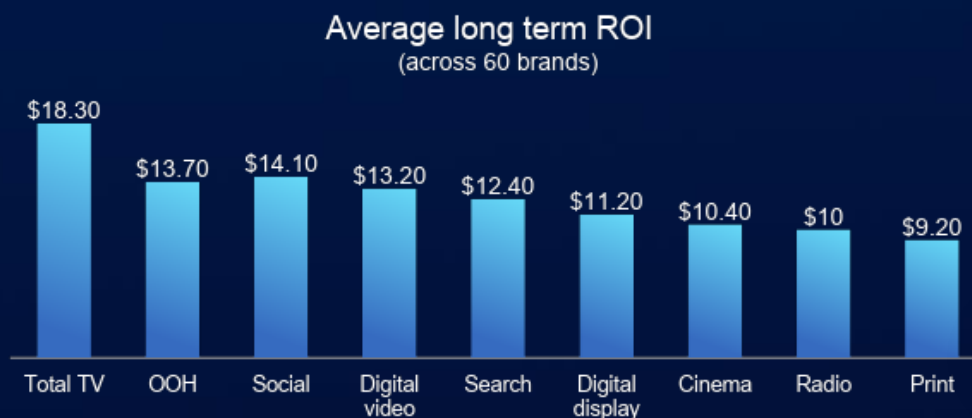


Television is famous for turning brands into household names

Power of sight, sound and motion on the main screen in the living room

TV drives **3X GREATER** sales volume than any other media

The average ROI for TV is greater than any other platform
Invest \$1 and get \$18.30 back. That's \$4.20 more than the next best channel



TV has traditionally only been for the big brands

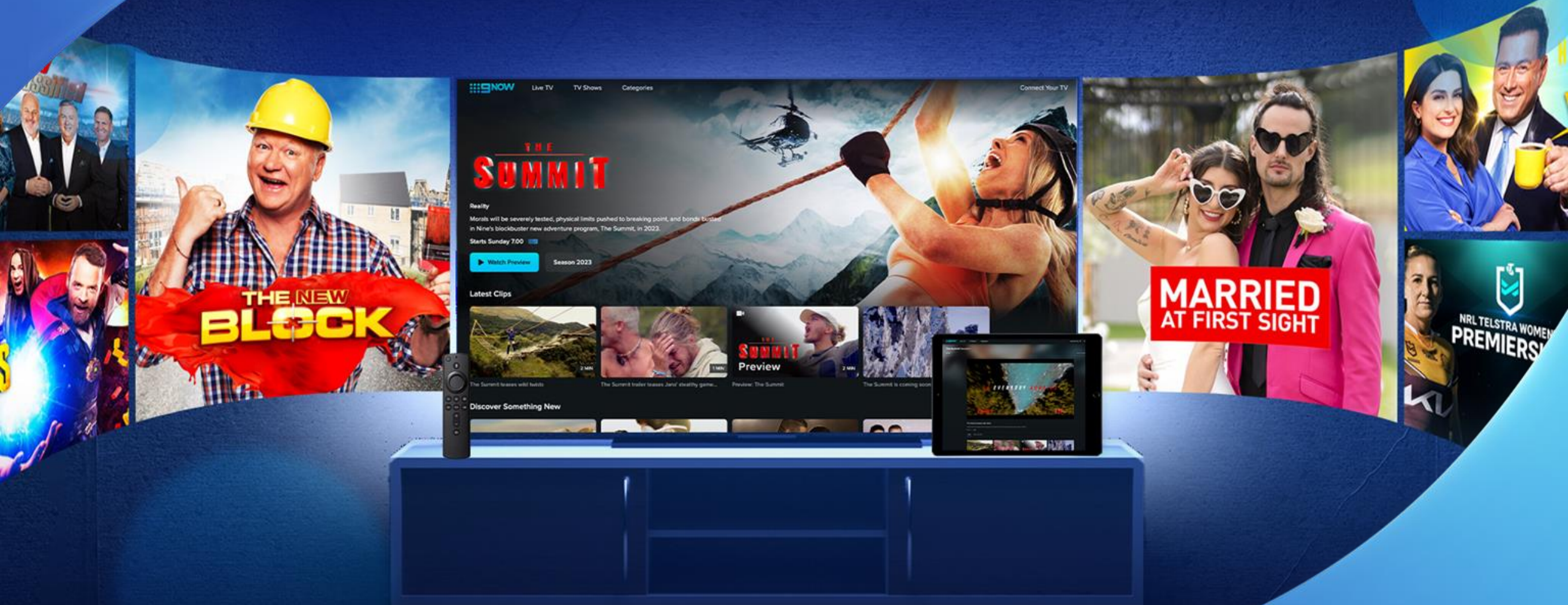
Need large
advertising budgets

Inability to pinpoint the
right audience

Need a professionally
shot TV commercial

TV has been out of reach for most Businesses

Streaming TV brings together the best of TV + the best of digital



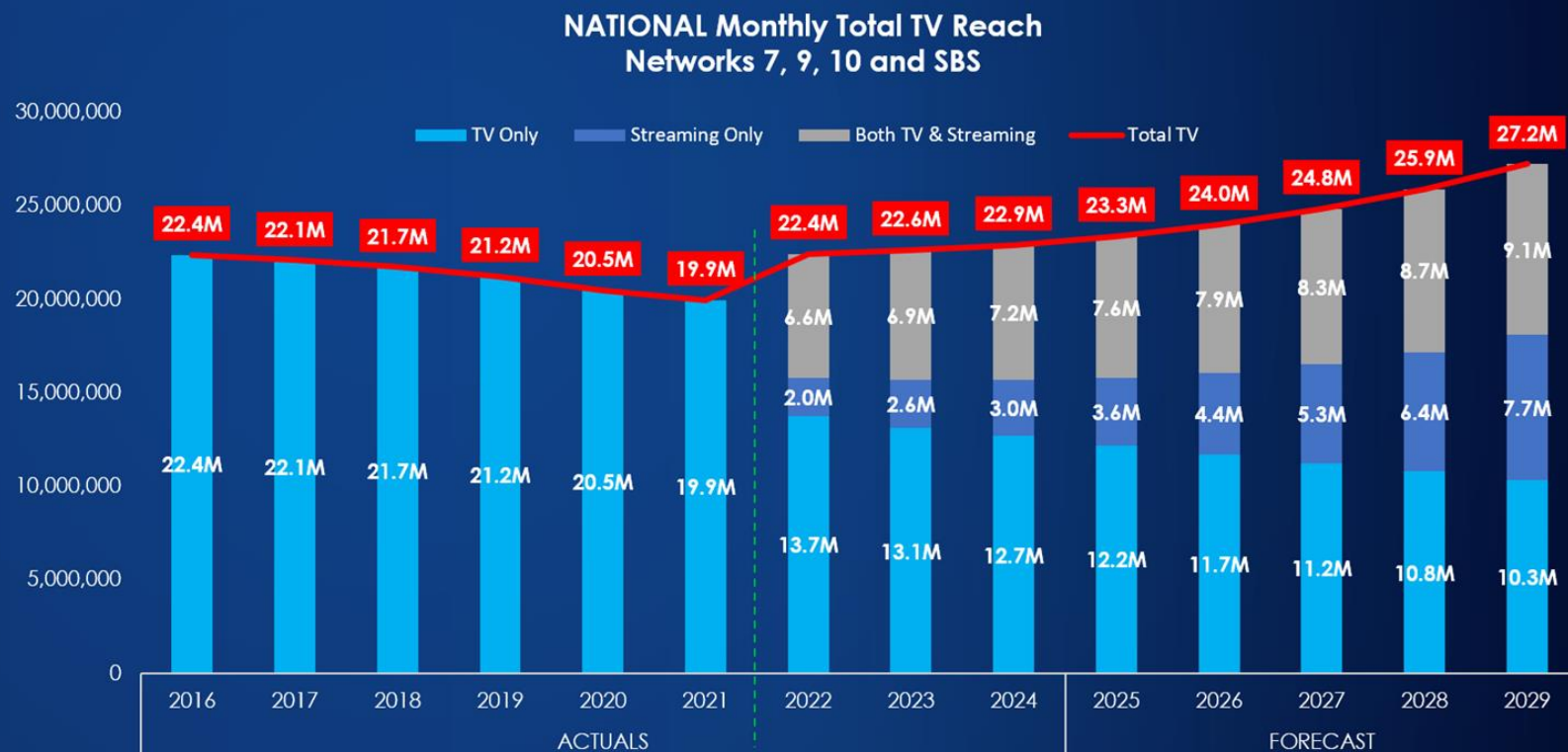
Australians are watching TV via streaming now more than ever

More than 70% of Australian households have at least one connected TV

TV viewing is now a combination of traditional **Broadcast TV and Streaming**

10.2 million people watch TV via streaming every month in 2024
(**45% of total TV audiences**)

By 2029, monthly streaming audiences are expected to reach **16.8 million people**
(**+60% of Total TV consumption by 2029**)





9NOW REACHES 4.8
MILLION AUSTRALIANS
**VIEWING
TELEVISION
VIA STREAMING
EVERY MONTH**

648,000

Daily viewers
34% larger than the
closest streaming TV
competitor YTD

No. 1

reach of Total People
and key P25-54 and
18-39 demos

Top 43

Live streamed programs
in 2024 against CFTA
broadcasters

8.8bn mins

of content watched in
2024 YTD (+29% YOY)

15.3M

single sign on users
who have given us
their postcode

82% consumption on
Connected TVs

58% live streaming
growth YOY



**9NOW IS THE NO.1 FREE STREAMING
TV SERVICE IN AUSTRALIA**

Stream in full
1080P HD with
50FPS image



**DOLBY
DIGITAL**



**The shift in TV viewing from an aerial
to digital streaming is creating
new possibilities for Businesses that
have never existed before**

Imagine if **any Business** could...

Buy a TV campaign
across Australia's top
rating shows, on
Australia's No.1 free
streaming TV service

Target an audience
you want in the
postcodes you
want to reach

Receive a
**30 second TV
commercial**
produced **free of
charge**

Track the
effectiveness of
every ad served

Spend as little
as **\$550**



:::Nine

Olympic Games Paris 2024

Date: 26 July - 11 August

Schedule: All day coverage and commentary on Nine + 9Gem. Over 40 dedicated live sports channels on 9Now + catch-up incl. 2500+ highlights.

9Now is your passport to the 2024 Paris Olympics, and Team Australia's quest for gold. Never miss a moment with Wide World of Sport's best-in-class coverage spearheaded by a commentary stable of Australian sporting legends and experts. Catch the action live or catch-up on those heart-pounding highlights in stunning full HD.

Every moment, every medal - live and free on 9Now.



YOUR HOME OF THE OLYMPICS



Place your ad in the ad breaks of Australia's biggest TV shows

THE BIGGEST SPORTING MOMENTS IN AUSTRALIA



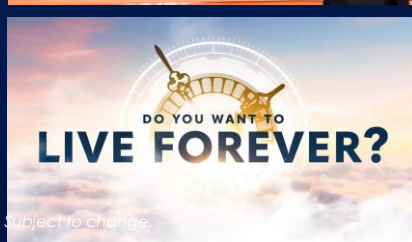


Place your ad in the ad breaks of Australia's biggest TV shows

CULTURE-DEFINING ENTERTAINMENT AND REALITY FORMATS



NEW IN 2024



Schedule is indicative only. Subject to change.

Reach your customers whenever and wherever they watch on-demand



Target your ads only to households in a specific geographic area or to viewers who fit a particular audience profile

What if SMBs don't have a TV commercial?

create a TVC in minutes using AI

1. Enter the URL of your website

Find your brand to generate videos with AI

Business name
Marlie's eatery

Location
North Sydney

SEARCH

SAVED BRANDS

- Marlie's Eatery - North Sydney
2 Elizabeth Plaza
North Sydney
- Marlies
Shop 6/2 Elizabeth Plaza, North Sydney,
2060
- North Sydney Police Station
273 Pacific Hwy
North Sydney
- North Sydney
North Sydney
- The Greens North Sydney

2. Set the vibe and ad length

Marlie's Eatery - North Syd...

Anything you want to highlight? If not, just leave this blank.

AI Instructions
Message, slogan, product name, job title or anything els

Vibe
Fun

Format
30

GENERATE VIDEO

3. Create an AI-generated TV ad using branding and images imported from your website

Marlie's Eatery - North Syd...

Anything you want to highlight? If not, just leave this blank.

AI Instructions
Message, slogan, product name, job title or anything els

Vibe
Fun

Format
30

GENERATE VIDEO

SHARE EDIT SAVE

★★★★★

4. Edit any aspect of your ad before saving it to your campaign

Marlie's Eatery - North Sydney - 6/1/23

Get a fresh custom video

COLORS FONT AUDIO

Edit Content

Intro
Logo

Global Branding
On

Gradient
Off

Take-out
Liquor
Restaurant
Store
Food

And more!

Come visit us

Outro
Logo

Good Food Good Vibes

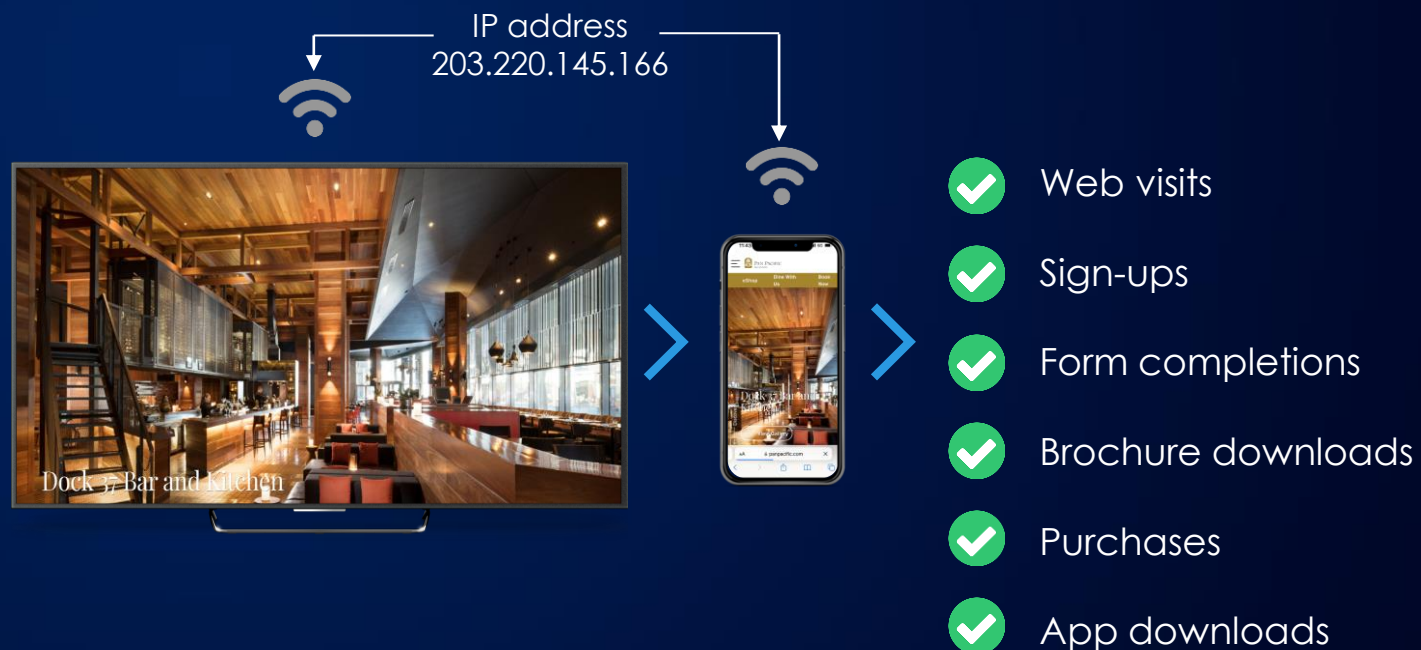
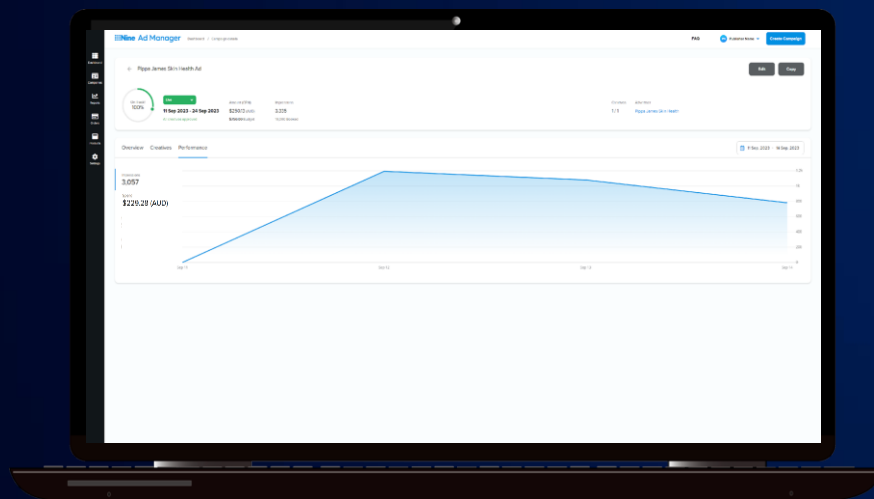
Fine Print
Off

RESET TEMPLATE TO DEFAULTS

Manage and track your campaign performance

Reporting dashboards in the platform will show many times your ad was seen

Plus, you can add a pixel to your website to understand the behaviours of 9Now viewers after seeing your ad



Retail Targeting Use Cases

OPTICAL
SUPERSTORE

Location Focus
2024 Olympics

Optometrists With 50 Locations in Australia

Postcode, Regional and Metro **Geographical** targeting

Content 2024 Olympics

Tracking Pixel - Page Views

Audience Focus
Content Focus

PRINCESS
POLLY

Princess Polly, an online fashion boutique

Retail **Interest & Behaviours** such as Online Shoppers & Women's Fashion Shoppers

Content Love Island, The Block & Married at First Sight

Tracking Pixel - Add to Cart, Revenue & Bookings





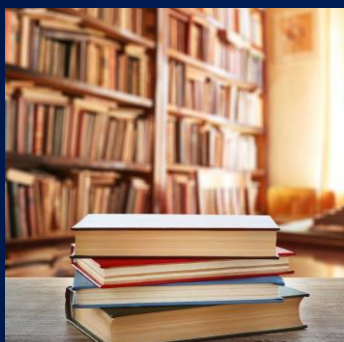
In 6 months,
more than 1,500 SMBs from
almost every industry have
used Nine Ad Manager



Retail



Galleries



Publishers



Solar & Energy



Hotels



Legal



Health & Aged Care



Real Estate Agents



Gyms



Franchisees



Services



Mortgage Brokers



Travel Operators



Winemakers



AUSTRALIA'S MEDIA COMPANY