



MEDIA RELEASE

****embargoed until 4pm Wednesday 9 April, 2014**

MEDIAWORKS ANNOUNCES THE EDGE TV

MediaWorks announced today that, in a market first, top-rating radio brand The Edge will become a true multi-platform entertainment brand, launching its own television channel this year.

The Edge TV will broadcast on the Freeview and SKY platforms, and will be streamed LIVE at theedge.co.nz and on mobile.

The Edge Programme Director, Leon Wratt says The Edge TV will be “radio with pictures on steroids” and consolidate The Edge’s position as New Zealand’s biggest music entertainment brand.

“It’s been a dream for many years for The Edge to have a TV broadcast,” he says. “Just like the radio format, The Edge TV will play the hottest local and international music videos, and will also broadcast original video content generated by The Edge.

“It’s very exciting to be launching a new free-to-air music television channel that also lives on SKY and will be the first local music TV channel available on web and mobile. This multi-platform approach is the future of entertainment broadcasting and offers a completely unique integrated media buy for clients.”

Popular Edge hosts Jay-Jay Feeney, Mike Puru, Dom Harvey, Guy Williams, Sharyn Casey, Clint Roberts, and others will feature on The Edge TV.

MediaWorks Radio Group Programme Director, Andrew Szusterman, whose credits include launching C4 Music Television in 2003, and stints as Associate Director of Programming for MediaWorks TV and co-Executive Producer for *The X Factor NZ*, says the launch of The Edge TV will make The Edge New Zealand’s biggest cross-platform entertainment brand, with the potential to reach a million people every week across its radio, television and digital platforms.

“Last year we demonstrated what the combined power of MediaWorks’ radio, television and digital arms can achieve, with the huge success of *The X Factor NZ*. The launch of The Edge TV will create our first fully integrated radio brand.

“The Edge will live on radio, television, web, tablet, mobile and social media – everywhere our audience wants to be - generating outstanding entertainment experiences for listeners and viewers, plus unmatched opportunities for clients and sponsors.

“This is the future of Music Radio.”

- ends -

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About The Edge

The Edge is all about what's happening now. Playing the latest hit music, producing entertaining, innovative and engaging content and promotions plus providing the latest gossip and pop culture news.

In 1994, The Edge began broadcasting in Hamilton, and now broadcasts to 25 markets across New Zealand, reaching an audience of 428,600 people every week[#] and attracting 429,775 weekly unique views to theedge.co.nz.* More people listen to The Edge, visit the website, mobile App and interact through social media or local teams, than any other radio brand in the country.

The Edge is renowned for entertaining personalities, from the experienced team of Jay-Jay Feeney, Mike Puru and Dom Harvey to newcomers Guy Williams, Sharyn Casey, Clint Roberts, Marty Hehewerth, Stephanie Monks and Megan Annear. The Edge's ethos is to constantly push boundaries with humorous, often outrageous and very awkward content and promotions, a formula that has brought the station countless successes.

The Edge by Numbers

- NZ's #1 Radio Station.[#]
- NZ's #1 Music Breakfast Show.⁺
- NZ's #1 Radio Website.^{*}
- One double platinum boy band (Titanium).
- Two Guinness World Records.
- Ten successful marriages and six babies born.
- More than 816,807 fans on The Edge Network (and counting).[^]
- Over 1.3 million page views every month on theedge.co.nz*.
- 2.4 million YouTube views for Jay-Jay, Mike and Dom's Wrecking Ball parody video.
- 12 finalist nominations alone in this year's Radio Awards including Station of the Year, Best Website, Best Music Breakfast and 6 promotions.

Media Enquiries:

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TNS New Zealand Commercial Radio Audience Measurement Survey National #T2/2013 Cumulative Audience (000's). All 10+ Mon-Sun 12mn-12mn and +Cumulative Audience (000's). All 10+ Mon-Fri 6am-9am

*Effective Measure, Jan-Mar 2014

[^] Facebook, Twitter & Instagram fans as at March 2014