

UNDER EMBARGO UNTIL TUESDAY APRIL 2, 2024 12.01AM

ACM BOLSTERS DIGITAL SPORT OFFERING - INTEGRATING LOCAL FOOTY SCORES FROM PLAYHQ

TUESDAY, APRIL 2, 2024 - ACM has expanded its partnership with Play HQ to deliver detailed local scores and stats to regional Australians to fuel their insatiable appetite for sport.

“You’ll only have to pass by a local footy oval on any given Saturday morning over the next 6 months to see the important role club footy plays in connecting communities. And that’s what’s exciting about this partnership with Play HQ; from grassroots to first grade we will present scores, tables and topscorers side-by-side with leading coverage from our local journalists.” said ACM Chief Technology Officer, Bruce Levine.

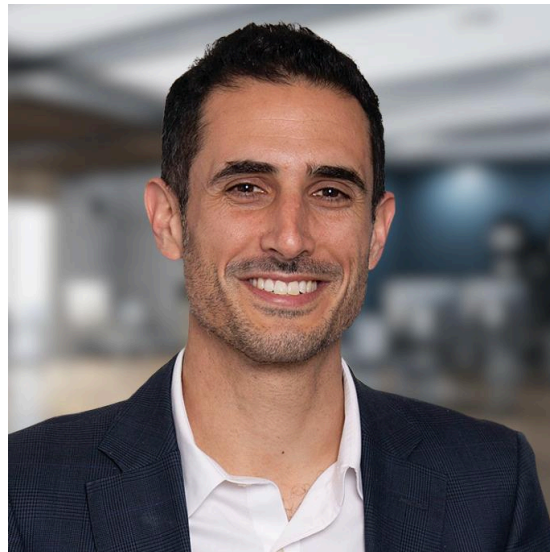


Photo: ACM Chief Technology Officer Bruce Levine

“We are committed to adding value to the experience of our 140,000 digital subscribers - as well as creating unique environments for our partners to connect with regional Australia. And this project delivers both.” Levine said.

The partnership with Play HQ, Australia’s leading provider of local sports data, will deliver detailed updates on local Aussie rules footy including full fixtures, results, ladders, as well as game stats such as goal kickers and best on ground. The relevant Play HQ data sits prominently in the sport section of ACM’s network of regional digital subscription brands; the AFL Canberra competition in The Canberra Times and the Northern Tasmanian Football Association in The Examiner.

Play HQ Chief Customer Officer Neil Mackay said, "Our partnership with ACM has enabled us to extend our local sports results to passionate Australians across regional cities, immediately expanding our audience. We are excited to see local sport grow with the help of ACM's extensive network".

Last year, as a part of a redesign of the digital sport offering, ACM partnered with Champion Data to provide live scores, ladders and match content for the national AFL, NRL and A-League competitions and has seen engagement with the section grow +17%^ in less than 12 months.



"ACM is well on the way to becoming the number one choice for local sport in each of the markets we cover," said ACM National Sales Director Sam Westaway.



Photo: Sam Westaway with Digital Marketing Manager Tom Woodcock

"Our strategic investment in sport and diverse array of digital products has opened up conversations with big brands. They're seeing the growth in our sports audience, which is more than 3.1 million` online, and value in our local content."

ACM's mastheads are uniquely placed to deliver coverage of professional leagues and local club footy side-by-side with equal prominence.

Westaway went on to say, "If you want to connect with regional Australians who are passionate about sport, then you need to talk to ACM".

The ACM audience are more engaged than their metro counterparts; 42%` more likely to read sport.

SOURCE: `Ipsos Iris, Feb 2024. ^Google Analytics, 16 August - 01 October, 2022 v 2023. ``ACM Heartbeat of Australia, 2023. n=6,361. *Roy Morgan Single Source, Dec 2023.

Contact: Jarrah Petzold, ACM Marketing Director, 0403 860 303

ACM is Australia's largest independent media company collectively reaching over 2.4 million* in print and 3.9 million`online each month. The ACM network comprises more than 100 brands, including leading regional news brands, agricultural specialist brands and marketplaces. We are passionate about keeping our communities strong, informed and connected. ConnectNow with ACM.

PlayHQ provides registration, payment, competition, venue and incident management and live scoring for 4 of the top 5 sports in Australia and has also expanded into New Zealand. The team is on a mission to unleash the life-changing impact of community sport by increasing participation.

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